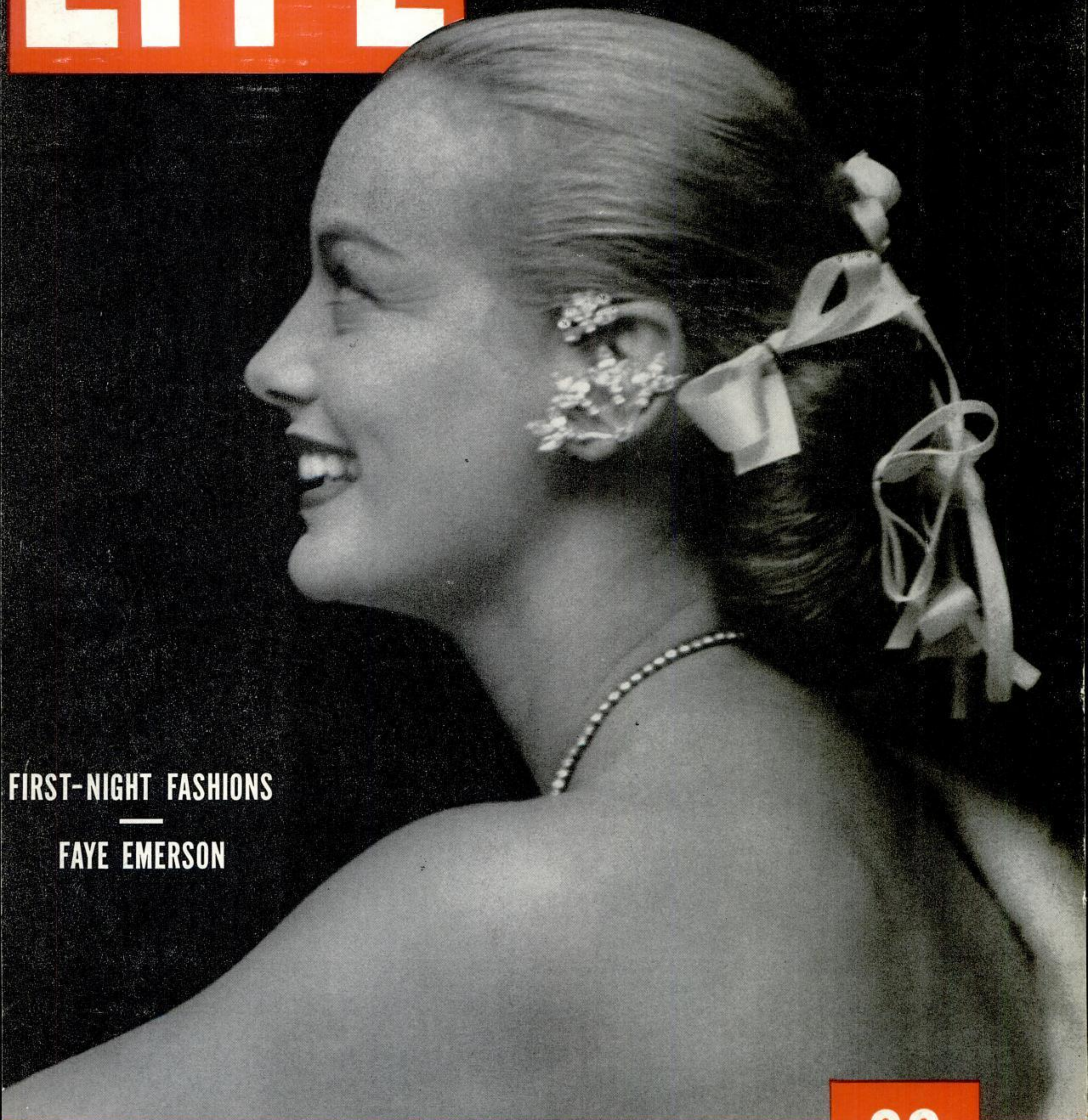


LIFE

CHURCHILL'S MEMOIRS
FACE TO FACE WITH STALIN



FIRST-NIGHT FASHIONS
—
FAYE EMERSON

OCTOBER 30, 1950 **20** CENTS



We don't try to scare you
with medical claims...

Old Gold
cures just one thing...
The World's Best Tobacco

***now* A Proven Method That Helps Creative Children Love, Understand and Grow With Good Music!**



Your child is certain to respond to the stirring rhythms of Children's Guild records—rhythms like the clipety-clop which moved these children to play horses.

Your child's phonograph can be a source of approved, pre-tested learning, entertainment, and play ideas—if you give him or her Children's Guild records!

Hopping, running, skipping, bending and rolling are good, healthy play—the natural rhythmic response to good music!

Swaying to a see-saw song is not only great fun, but it builds fine body control and coordination. Not just a coincidence, but planned that way!

The Children's Record Guild offers **ABSOLUTELY FREE** **ONE OF THESE DELIGHTFUL UNBREAKABLE 10" RECORDS**



Here at last is a planned, tested and approved program for helping your child acquire a lifetime love and understanding of good music! A plan that is based on the very latest findings of leading child-guidance experts, doctors and teachers... findings that absolutely prove that your child *needs* the right kind of music, songs, stories and play ideas just as much as he or she needs toys or books! And, because this plan is based on a real understanding and love for children, it offers your child more fun and enjoyment, more learning, singing, dancing and playing—more educational and emotional benefits than almost anything else you can give him! We invite you to prove these thrilling facts to yourself in your own home, by accepting one of the unbreakable, exclusive Children's Guild Records... **ABSOLUTELY FREE!** In addition you will receive—also absolutely free—a new booklet, "Your Child Is Musical".

A PLANNED PROGRAM OF GOOD MUSIC **SONGS, STORIES AND PLAY IDEAS FOR CHILDREN 2-4, 5-8**

The Children's Record Guild creates for its young members in each age group (2 to 4 and 5 to 8) a new unbreakable record every month. And, to make sure that every selection delights and entertains children, each is pre-tested in nationally famous nursery and primary schools, under the supervision of many of the nation's leading authorities. The material and ideas for the records are based on the latest universally accepted findings announced by such renowned experts as Dr. Felix Guenther at the Connecticut State Teachers College; Edna Buttolph at the Bank Street Schools (Harriet Johnson Nursery School); and Beatrice Landeck at the Mills School for Nursery and Primary Education.

AS ESSENTIAL AS TOYS OR BOOKS!

Children's Guild Records bring educational benefits and entertainment to your child in a way that not even books or toys can duplicate! For instance, what better way to teach your child the clipety-clop of a horse's hoofs, the who-o-o-o of a steamboat whistle, the crackling of a campfire, or the chug-chug of a freight engine—than by actually letting him hear them! Children's Guild Records teach your child new skills and games, singable songs and fascinating stories. They tell him about the people, animals and things in the world around him—where they live, what they do, the sounds they make, and what happens to them. They invite your child to participate—to actually become the things he hears—the deepest and fullest kind of pleasure and understanding! And above all, Children's Guild Records

bring to your child the simple melodies and rhythms that are the basis of *all* good music—that will pleasantly and surely lead him to ever-higher levels of musical understanding and pleasure!

SEND FOR FREE RECORD AND BOOKLET—NOW!

Start your child now toward a fuller appreciation and enjoyment of good music by mailing the coupon at once. We will promptly send your child the gift record for his or her age group, and a copy of the booklet "Your Child Is Musical"—both **ABSOLUTELY FREE**, and will reserve a membership in your child's name. If, after enjoying the free record and booklet for 10 days, you decide not to join the Guild, you may cancel the reservation by merely mailing us a post card or letter to that effect. Otherwise, as a member, your child will receive a Children's Guild record appropriate to his age every month, and you will be billed for only \$1.00 plus a few cents for tax and shipping for each record. Whether or not you decide to join, the Gift record and booklet are yours, **ABSOLUTELY FREE**, and, if you join, you may cancel your membership any time you please. Mail the coupon NOW.

The Children's Record Guild

27 Thompson Street, New York 13, N. Y.
In Canada: OWEN SOUND, ONTARIO



FREE for
Ages 2-4

SKITTERY SKATTERY

A build-up barnyard song called "The Goose Went Honkety Honk," contains almost every animal noise imaginable. Other songs, "Nick Nack, Paddy Wack," and "Cat and Mouse," develop play-game activity for one or several children.

FREE for
Ages 5-8

GRANDFATHER'S FARM

Father, mother and the youngsters drive off to visit grandfather's farm. As they go, they amuse themselves by singing songs about the animals they will see. Your child will play this record over and over until he knows each song by heart.

THE CHILDREN'S RECORD GUILD, Dept. 210
27 Thompson St., New York 13, N.Y.

ABSOLUTELY FREE

- ☐ **Skittery Skatterry—2-4** ☐ **Grandfather's Farm—5-8**
Check one unless you wish two enrollments
ALSO FREE TO YOU—a Copy of "Your Child Is Musical"

Please send me at once the record checked above and a copy of the booklet "Your Child Is Musical," both **ABSOLUTELY FREE**. At the same time, reserve a membership for my child. If I do not cancel this reservation within 10 days after receiving the free record, send me a record each month and bill me for only \$1.00 each, plus a few cents for U.S. tax and shipping. I may cancel this membership any time I please, but the gift record and booklet are **ABSOLUTELY FREE** in any case.

Name of Child.....Age.....

Address.....

City.....Zone.....State.....

Child's Birthday: Month.....Day.....Year.....

My Name.....

Address.....

City.....Zone.....State.....

☐ Check here if you are enclosing \$12.60 for one year's subscription to save the bother of monthly billing, and shipping charge. You may cancel at any time—money back, of course.

10-L Canadian Address: OWEN SOUND, ONTARIO



ВОЙНА́ and Happiness...

...are brewed in the same pot. A ladle of molten steel speaks all languages. In Russia, the language is war (boñhá) and they have devoted their steel to war products. In America, steel has been used for the machines that make work easier and daily living happier for everybody. Now, we must turn a part of America's river of molten steel into armaments to rebuild our defenses. Most people are wondering what effect the change will have on American life. Here are some questions and answers from the steel industry that may help you:

How much steel can the American steel companies make? Our capacity is now slightly over 100 million tons. Many companies are adding new capacity, which will total another 9 million tons.

How much steel can other countries supporting the U.N. program against aggression make? Their capacity is more than that of the Iron Curtain countries. It is 56 million tons.

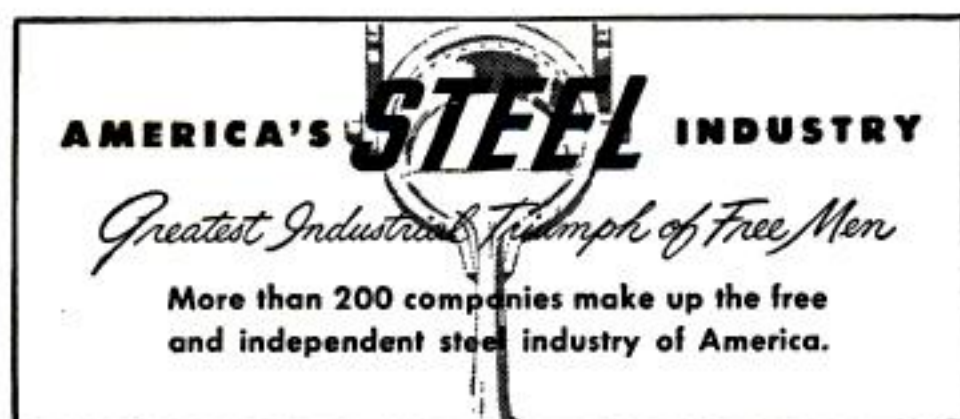
How much steel can the Iron Curtain countries make? Russia and the countries she dominates can make about 33 million tons of steel per year.

How fast does America's steel industry grow? We will soon have 25 million tons more steel capacity than we had at the start of World War II. That increase, alone, is more than 4 times as much as next year's top estimate of

military needs. The steel industry always grows in the competitive atmosphere of America.

Does plentiful production mean there will be plenty of steel for everything? The Army, Navy and Air Force need more steel. The steel industry is responding with increased capacity. But, the time may come when even our giant capacity will not be enough for both defense and unlimited personal buying. In effect, you increase America's supply of all important materials when you buy only those things you really need.

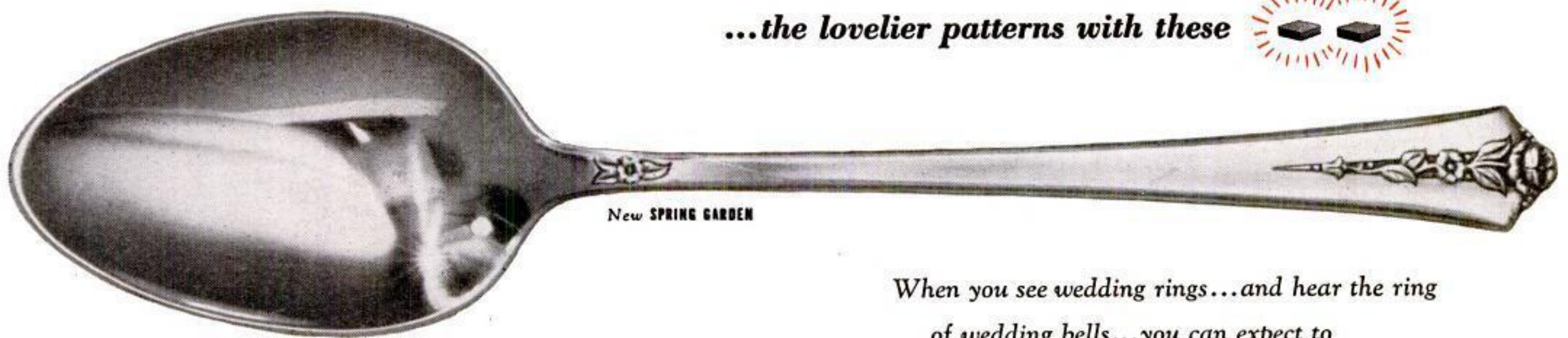
Is there any way in which I can get more facts on America's steel industry than can be given in this advertisement? Yes, write for the interesting booklet, "Report to the American Public." Address: American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York.



AMERICAN IRON AND STEEL INSTITUTE • 350 FIFTH AVENUE • NEW YORK 1, N.Y.

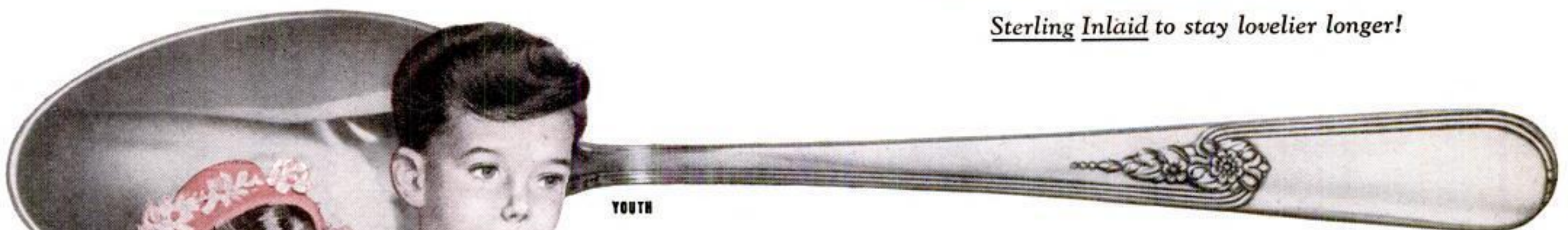
Seen at more and more weddings

...the lovelier patterns with these




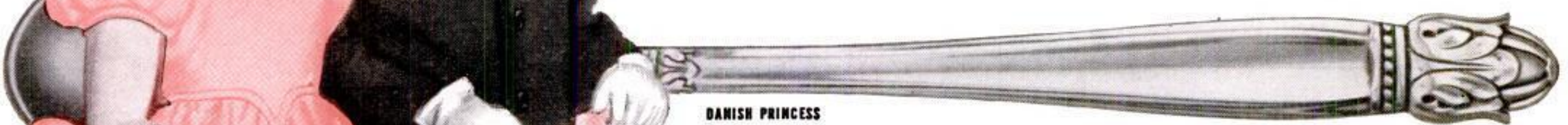
New SPRING GARDEN

When you see wedding rings...and hear the ring
of wedding bells...you can expect to
see Holmes & Edwards, the silverplate that's
Sterling Inlaid to stay lovelier longer!



YOUTH

For Holmes & Edwards is the different,
finer silverplate that's inlaid with two blocks 
of sterling silver at the backs of bowls and
handles of the most-used spoons and forks!



DANISH PRINCESS

And Holmes & Edwards Silverplate is Sterling Inlaid
but not sterling-priced. 6-piece place
settings, only \$8.06. Services for 8, with chest,
start at \$49.95. And no Excise Tax!



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HOLMES & EDWARDS
STERLING INLAID[®]
SILVERPLATE



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MADE BY THE INTERNATIONAL SILVER CO.

ALL PATTERNS MADE IN U. S. A.

This One



NE78-0UD-C96K

Fit HERTZ into YOUR week!



SUNDAY

A family outing in the smart, new car you rent from Hertz... what could be more fun!



MONDAY

Businessmen everywhere save time and money by renting dependable new cars from Hertz.



TUESDAY

Like to visit your friends or relatives? Hertz furnishes gas, oil and insurance for worry-free driving.



WEDNESDAY

Searching for a new home for that expanding family? Rent from Hertz for all or part of a day if you wish!



THURSDAY

Dinner party, theater or social call... the beautiful new car you rent from Hertz is as private as your own.



FRIDAY

Bridge party, shopping or club meeting... it's as easy as A.B.C. to rent from Hertz... in just a couple of minutes!



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Enjoy your favorite sport! Five can ride for the cost of one in the car you rent from Hertz.

**RENT A NEW CAR FROM
HERTZ**
and drive it yourself

Enjoy the many HERTZ advantages... every week!

TRUCKS... Hertz is also the world's largest truck leasing and rental organization. Trucks are available at most Hertz stations for daily and weekly rentals or on long-term lease.

NOTE: To serve more cities and towns, licenses are being granted to responsible local interests to operate as part of the Hertz system. For complete information write Hertz Drive-Your-Self System, Inc., Dept. 2100, 218 South Wabash Avenue, Chicago 4, Illinois.



✓ **RENT FROM HERTZ EASY AS A.B.C.**... A. Go to a Hertz station. B. Show your driver's license and identify yourself. C. Step into the car and go!

✓ **IT COSTS SO LITTLE...** The national average cost on a weekday of renting a car from Hertz... for a full 12 hours, driving 30 miles and carrying several passengers if you want... is only \$6.85! And gas, oil and insurance are included!

✓ **A SPECIFIC RATE EXAMPLE...** At the Hertz station in Jackson, Miss., Capitol and Mills Sts., the weekday rate is \$4.00 per 24 hours plus 8c per mile, including gas, oil and insurance. Thus, the total cost for a 30 mile trip is only \$6.40, regardless of how many ride. Rates lower by the week.

✓ **PRIVATE CAR PLEASURE...** You drive a new Chevrolet or other fine car in splendid condition and as private as your own. Rent day

or night, for an hour, a day, a week, or as long as you wish.

✓ **RESERVATIONS...** Hertz Drive-Your-Self service is available in over 450 cities throughout the United States, Hawaii, Cuba, Great Britain and Canada—an amazing system that makes possible the famous Plane-Auto, Rail-Auto Travel Plans. Now you can reserve a car at your local Hertz station, railroad or airline reservation departments, or travel agency... make those long trips by train or plane, and have a reserved car ready at your destination!

✓ **INSURANCE PROTECTION...** You are always sure that you are properly insured when you rent a car from any Hertz station.

✓ **ADDITIONAL INFORMATION...** For complete information call your local Hertz station listed under "H," "Hertz Drive-Your-Self," in the telephone book, or write Hertz Drive-Your-Self System, Inc., Dept. 2100, 218 South Wabash Avenue, Chicago 4, Illinois.

Look in your telephone directory under "H" for your local Hertz station.

YOU CAN RENT A NEW CAR FROM HERTZ AS EASY AS A B C

LETTERS TO THE EDITORS

THE UNIVERSE

Sirs:
"Geography of the Universe" (LIFE, Sept. 9) now heads the list of best articles I've read in LIFE. Congratulations!

BILL PICKHARDT

Wilmington, Del.

Sirs:

Our astronomy professor has made "The Universe" required reading. . .

ROBERT ASTONE

Lafayette College
Easton, Pa.

Sirs:

After I finished reading "The Universe" I dropped your magazine gently to the floor, for I knew the magazine rack could never support the weighty matter within. As I watched it crash through the oak flooring, pulverizing the cement basement and thence disappearing into the Pacific Ocean, I nervously struck a cigaret and lit a match. Here I was, reduced in less than 20 minutes to an insignificant gnat. . .

CARL H. JOHNSON

Lakewood, R.I.

Sirs:

If, as Dr. Einstein postulates, space is curved, what exists outside and beyond finite space? . .

FRANK W. CANTRELL

Little Rock, Ark.

● Nothing, not even a vacuum. Even if the universe is finite, it comprises all of existence.—ED.

Sirs:

I wish to announce an amazing fact about that tiny little galaxy brought to our ken by the 200-inch telescope—that most distant galaxy known to science—two billion light years away. Well, as I looked at that, I knew I was looking at our own galaxy, our own Milky Way, the light from which had made the complete round trip to nowhere—two billion years spent circling the universe!

THOR OLSON

Taos, N. Mex.

● Hmmm.—ED.

Sirs:

I would be greatly relieved to learn the picture of the solar system is upside down. Caption states earth is in "upper right" of drawing. Am I living in an upside-down universe and unaware of it until now?

JOHN J. FINN

St. Albans, N.Y.

● The drawing *was* upside down. It should have appeared as below, with Jupiter in lower left.—ED.



FRACTURED FRENCH

Sirs:

I haven't read the book *Fractured French* (LIFE, Sept. 9), but when my wife says, "Je t'adore," I am always very careful to see that the door is shut.

E. R. SANDERSON

Seattle, Wash.

Sirs:

I was disappointed that the book omitted the famous quip: Debussy's *Clair de lune*. English translation: "Crazy Clara."

FRED ROTH

St. Louis, Mo.

Sirs:

Cul-de-sac: "The sheets are cold."

BOB MILLS

Carmel Valley, Calif.

MARK CLARK

Sirs:

Although I consider General Clark one of the few of the "brass" worthy of his position, I can't allow his reference to the nonoccupation of the monastery and its immediate area by German troops (LIFE, Sept. 9) to go unchallenged. As an enlisted man of the 34th Division, I was a member of the first patrol sent to reconnoiter the area. We walked right into the middle of a German position less than 500 yards from the monastery . . . we took two prisoners. During those long weeks before the bombing, we lost several men—all casualties of sniper fire from the bell tower.

If there weren't any German troops in and around the monastery, I'll eat my GI helmet—the tin one.

R. G. MYERS

Iowa City, Iowa

PICTURE OF THE WEEK

Sirs:

Under the Picture of the Week showing Joe Louis (LIFE, Oct. 9), mention is made of the \$4 million he had taken in during his fight career and how most of it has gone in "taxes, bad investments, bad friends, plain foolishness."

Let us take time out to recall how \$65,000 worth of gate receipts went in one swift gesture. It was his last fight before joining the Army during World War II, and he gave the full amount to the Navy Relief Society, saying that as he was going into one of the armed services he would give his money to the other.

In this he had his moment with De Bayard and Sir Philip Sidney—such a moment as lifts up the heart.

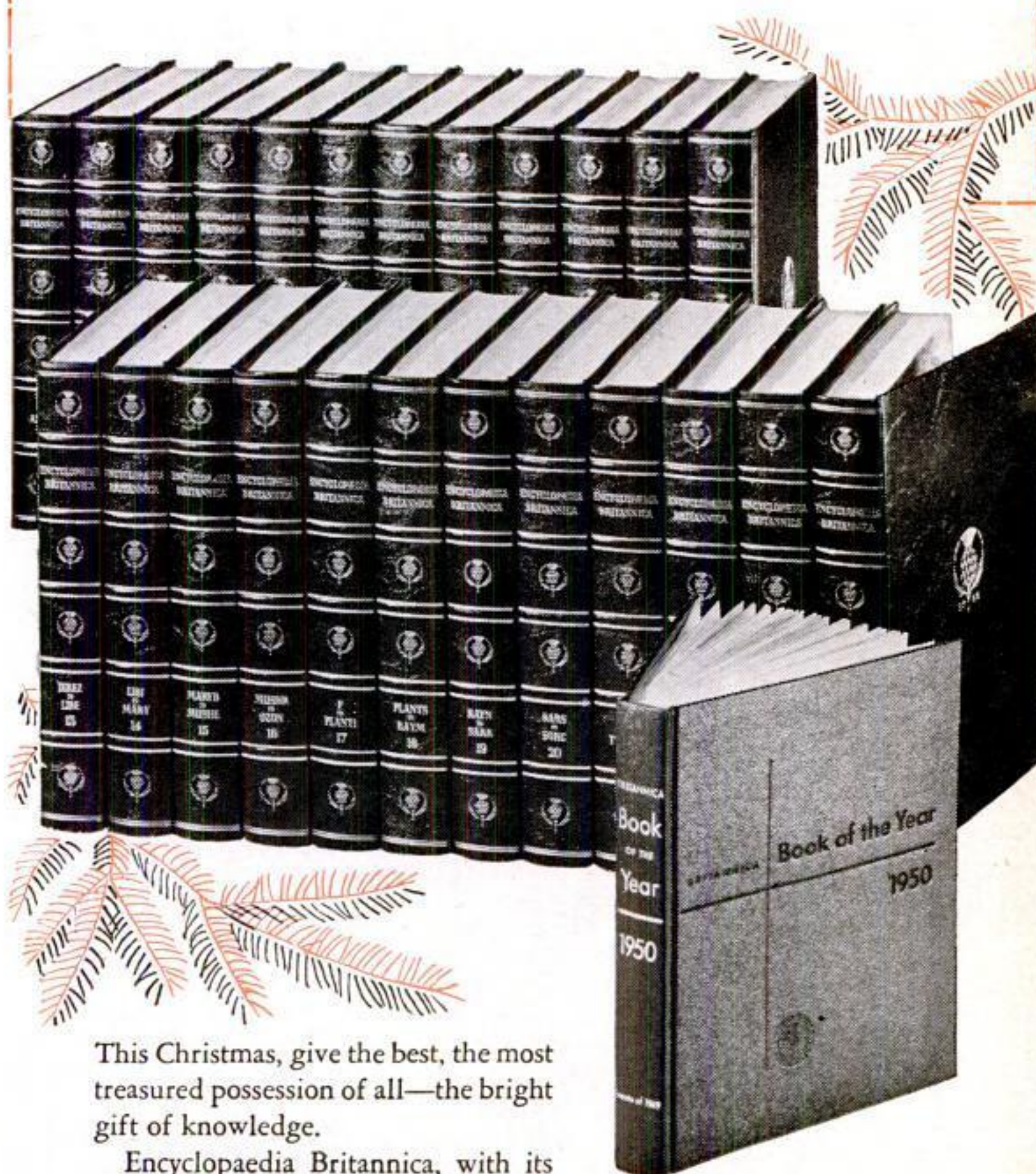
RUTH THOMAS

Newport, R.I.

● Louis also gave \$45,000 to Army Relief that same year.—ED.

FOR CHRISTMAS ...AND A LIFETIME

ENCYCLOPAEDIA BRITANNICA



This Christmas, give the best, the most treasured possession of all—the bright gift of knowledge.

Encyclopaedia Britannica, with its twenty-four handsomely bound volumes, prepared by the world's finest minds, is a gift that will bring pleasure to every member of your family. The most complete and authoritative reference set in the world, it will enrich the lives of those who own it for long years to come.

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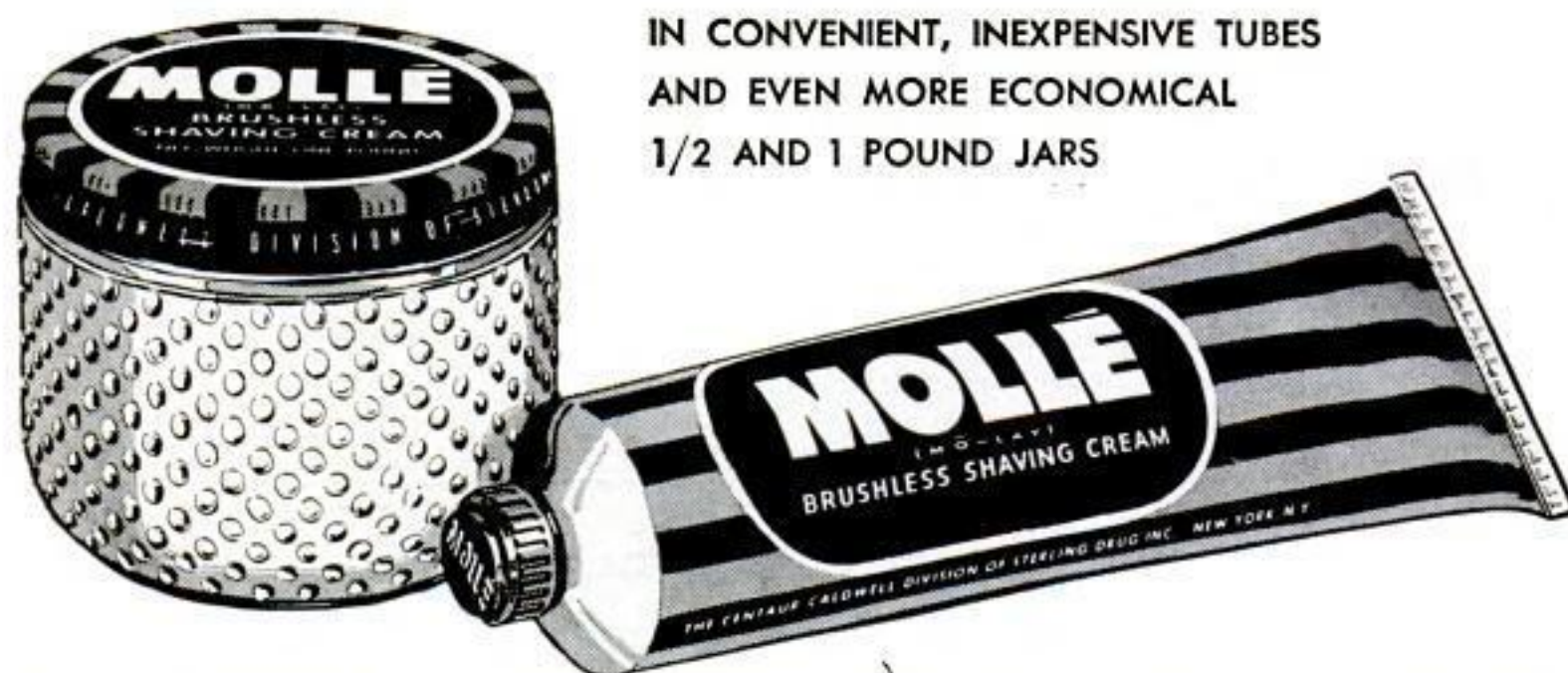
IT PAYS TO USE MOLLÉ

the "TAILORED SHAVING CREAM"
that guarantees face protection

COMPARE MOLLÉ with your present cream, and if Mollé doesn't give you a *quicker, cleaner, closer, cooler* shave . . . and leave your face feeling more comfortable and looking more "kissable" . . . we'll refund double your purchase price.*

Because it is *heavier*, Mollé Shaving Cream is a match for the toughest beard! But, if *your* beard is light or if you prefer a lighter cream, Mollé can be "Tailored" to meet *your* requirements. You simply add water by leaving your face wetter.

Unlike many shaving creams, Mollé has no astringent action. Its emollient oils and beneficial sterols are your guarantee that your face will feel better . . . and also look better! Start today to use Mollé!



IN CONVENIENT, INEXPENSIVE TUBES
AND EVEN MORE ECONOMICAL
1/2 AND 1 POUND JARS

*Return empty tube to The Centaur-Caldwell Division, P. O. Box 280, New York 18, N. Y.

LETTERS TO THE EDITORS

CONTINUED

BRITISH ACTRESS

Sirs:

The sophisticated appearance of British Actress Jean Simmons on your cover (LIFE, Sept. 9) belies her impish charm off stage. When I met her she escorted me about, introducing me to her friends, including the animals in the stables. . . . Enclosed is a picture that shows the Jean Simmons I know!

FLOYD H. HOPKINS
Barrington, N.J.



• Last fortnight Miss Simmons, who may also be seen on page 66, became engaged to Actor Stewart Granger. —ED.

Sir:

Your cover of Oct. 9 is of such artistic merit that you would be doing amateur shutter-bugs a favor by publishing the photographic data concerning it.

W. T. DOORE
Charlottesville, Va.

• Photographer Philippe Halsman used two spotlights in back, two floods in front with his camera set at 1/5 sec., F 11, using Kodak Panchrom-Press Type B film.—ED.

BLAIK AND SON

Sirs:

In "Blaik and Son" (LIFE, Sept. 9) the reference to "Red" Blaik's limited profanity interested me. Red and I were classmates at Miami University. In 1917 we, with three other students and the YMCA secretary, comprised a "Gospel team" during Easter vacation and held meetings in the Presbyterian church at Williamsburg, Ohio. Red's prayer one evening made a lasting impression on me. It was:

CONTINUED ON PAGE 8

Address all editorial and advertising correspondence to: LIFE, 9 Rockefeller Plaza, New York 20, N. Y.

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SPORTSWEAR



BLAZER TRI-THREAT JACKET

Imagine . . . McGregor's famed Tri-Threat Jacket that not only protects you in all weather . . . but gives you a liner you can wear as a wonderful lounge jacket! It's tailored of rich pure wool—with regular collar and lapels! Outer shell of waterproof all-climate cloth. **\$30**

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Available in Prep and Wee Sizes everywhere.

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HEAR

your best as you LOOK your best. See your local MAICO consultant, trained by the world renowned MAICO laboratories to help you hear.

MAICO

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MR. PEANUT Salt and Pepper Shakers

New, colorful table fad. Lustrous plastic 3 1/4 ins. high. Send only 20c and two empty PLANTERS PEANUTS bags per set. Your choice: red, blue, ivory or green. Order today. Address PLANTERS PEANUTS, Dept. L11, Wilkes-Barre, Pa.



FASHION NEWS...



The "Poured-In" Silhouette—sleek, slender, lithe

This year, you give the illusion of having been *poured into* your slender new clothes. It's a willowy, longer-waisted look—with a slim, smooth sweep from waist to hip to thigh. And to achieve this "poured-in" silhouette, take the advice of designers who created the new fashions...



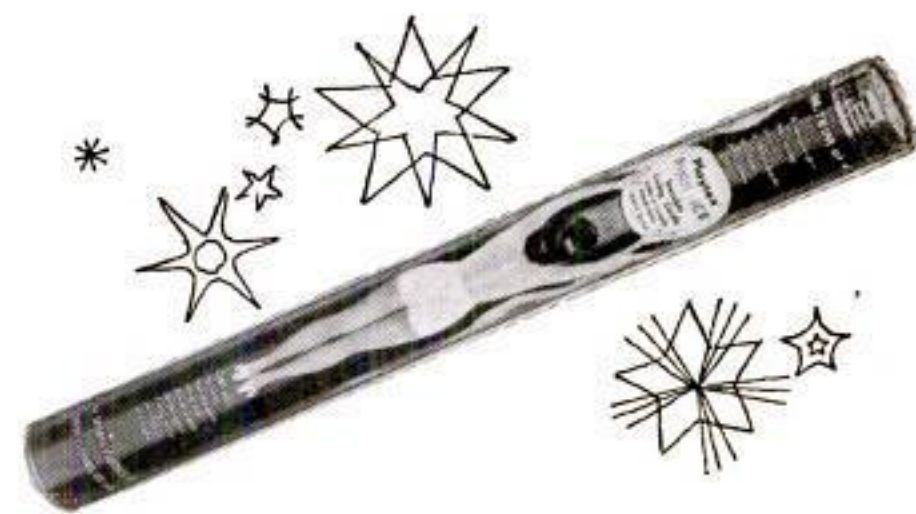
Made by a revolutionary latex process, PINK-ICE actually "breathes" with you, dispels body heat!

FIGURE NEWS...

Under newest clothes, top designers recommend

INVISIBLE PLAYTEX® PINK-ICE

Here's a girdle that slims you, moulds you, gives you a "poured-in" silhouette while allowing *the most complete freedom of action*. Invisible under your sleekest new dress, PINK-ICE hasn't a seam, stitch or bone. Result of a revolutionary new latex process, it's fresh as a daisy, light as a snowflake, actually "breathes" with you—dispels body heat. And it washes in seconds, dries with the pat of a towel!



In SLIM, shimmering pink tubes,
PLAYTEX PINK-ICE GIRDLES.....\$3.95 to \$4.95
In SLIM, golden tubes,
PLAYTEX FAB-LINED GIRDLES.....\$4.95 to \$5.95
In SLIM, silvery tubes,
PLAYTEX LIVING® GIRDLES.....\$3.50 to \$3.95

Sizes: extra-small, small, medium, large.
Extra-large size slightly higher.

At all department stores and better specialty shops everywhere.

INTERNATIONAL LATEX CORPORATION
Playtex Park ©1950 Dover Del.

CEIL CHAPMAN, top-flight New York designer: "What an easy figure to have, with PLAYTEX—it combines power with comfort and freedom—It's invisible under the slenderest fashions!"

VINCENT MONTE-SANO, suit designing genius: "Your girdle must be figure-slimming, give smooth, natural lines in comfort. In short, it must be a PLAYTEX Girdle."

MOLYNEUX, famed designer to royalty: "To wear the newest clothes successfully, you must have the PLAYTEX figure. And PLAYTEX slims you effectively, comfortably, naturally."



YOU'RE MONEY AHEAD



Dirt-Proof

YOUR ENGINE OIL



Did you ever wonder why sharply increasing numbers of car owners are turning to AC Elements for their oil filters?

It's very simple. AC Elements "Dirt-Proof" engine oil. Every mile you drive, the AC Element filters out the clogging sludge, dirt, and grit which accumulate in engine oil, and speed up engine wear. Finally, of course, the element becomes packed solid, and must be replaced. But, until then, your AC never stops "Dirt-Proofing" your oil.

So, AC's growing preference is simply the result of saving motorists money.

"Wouldn't you like to drive with 'Dirt-Proof' oil?" Then get an AC—either a replacement element or complete oil filter.



"DIRT-PROOF" PREVENTS THIS—

Dirty oil clogs ring slots. It also gums valve stem guides and constricts oil passages. An AC Element removes sludge and dirt and keeps oil "Dirt-Proof."

HOW YOUR OIL Gets Dirty

Dust is picked up from the road. Metal particles wear off of moving parts. Oil spray oxidizes in the crankcase. Soot and water are produced by burning gases, some of which blow by the piston rings. Water emulsifies with dirt and oil to form sludge. Heat may form gum and varnish. "Dirt-Proof" your oil as you drive, with an AC Oil Filter or Element.



AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION

LETTERS TO THE EDITORS

CONTINUED

"Oh Lord, give us the guts to get our message across to these people, Amen."

CLIFFORD O. WILD
Judge

The Cass Circuit Court of Indiana
Logansport, Ind.

Sirs:

Red Blaik was star end at Miami University in Oxford, Ohio, not University of Miami as you call it. The latter is in Coral Gables, Fla. Incidentally Blaik's team was undefeated and unscored upon in 1917.

DONALD RUCKER
Miami University, '47
Syracuse, N.Y.

CRITIC WRITES A PLAY

Sirs:

How do you account for Mr. Wolcott Gibbs ("A Critic Awaits his Critics," LIFE, Oct. 9) wearing two suits in the same evening? What do you call the monkey suit he's wearing on page 111? Looks like a bell-boy uniform to me.

LUIS A. GRAULAU
Hammond, La.

Gibbs wore the same suit all evening. Infrared film used for the theater pictures gave the velvet lapel effect.—ED.

JOY IN TOLEDO

Sirs:

The sign erected in Toledo by Mr. Keilholtz ("Joy in Toledo," LIFE, Oct. 9) has a grammatical error. The sign read "it's" where "its" should have been used.

MORTON N. KATZ
Hartford, Conn.

Sirs:

Re "Joy in Toledo": only if it's is it is it it's.

HARRY CRAMER JR.
Dayton, Ohio

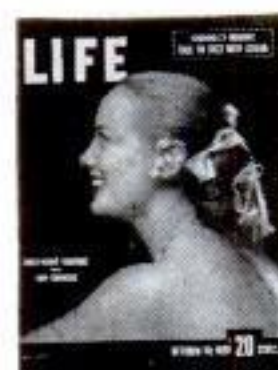
FORD SWINDLE

Sirs:

I find I haven't one iota of sympathy for the victims of the "Ford" swindle (LIFE, Sept. 9). They had enough money to keep them comfortably the rest of their lives. Yet they grasped for more. I say they learned their lesson the hard way, as they deserved.

MRS. OPAL NORTON
St. Louis, Mo.

Please send



to _____ name
_____ address
city _____ zone _____ state _____

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gives you
Handsome Hair!



FEEL the difference
in your scalp—SEE the difference
in your hair!



What a wonderful wake-up glow in your scalp—when you use "Live-Action" Vitalis and the famous "60-Second Workout!"

50 seconds' massage with active Vitalis (1) stimulates the scalp (2) prevents dryness (3) routs flaky dandruff (4) helps check excessive falling hair. Then 10 seconds to comb . . . and your hair is neater, handsomer—set to stay that way all day! Natural looking—never "slicked down." Vitalis contains no greasy liquid petrolatum—just pure, natural vegetable oil.

For a scalp that feels its best and hair that looks its best, get "Live-Action" Vitalis at any drug counter or barber shop.

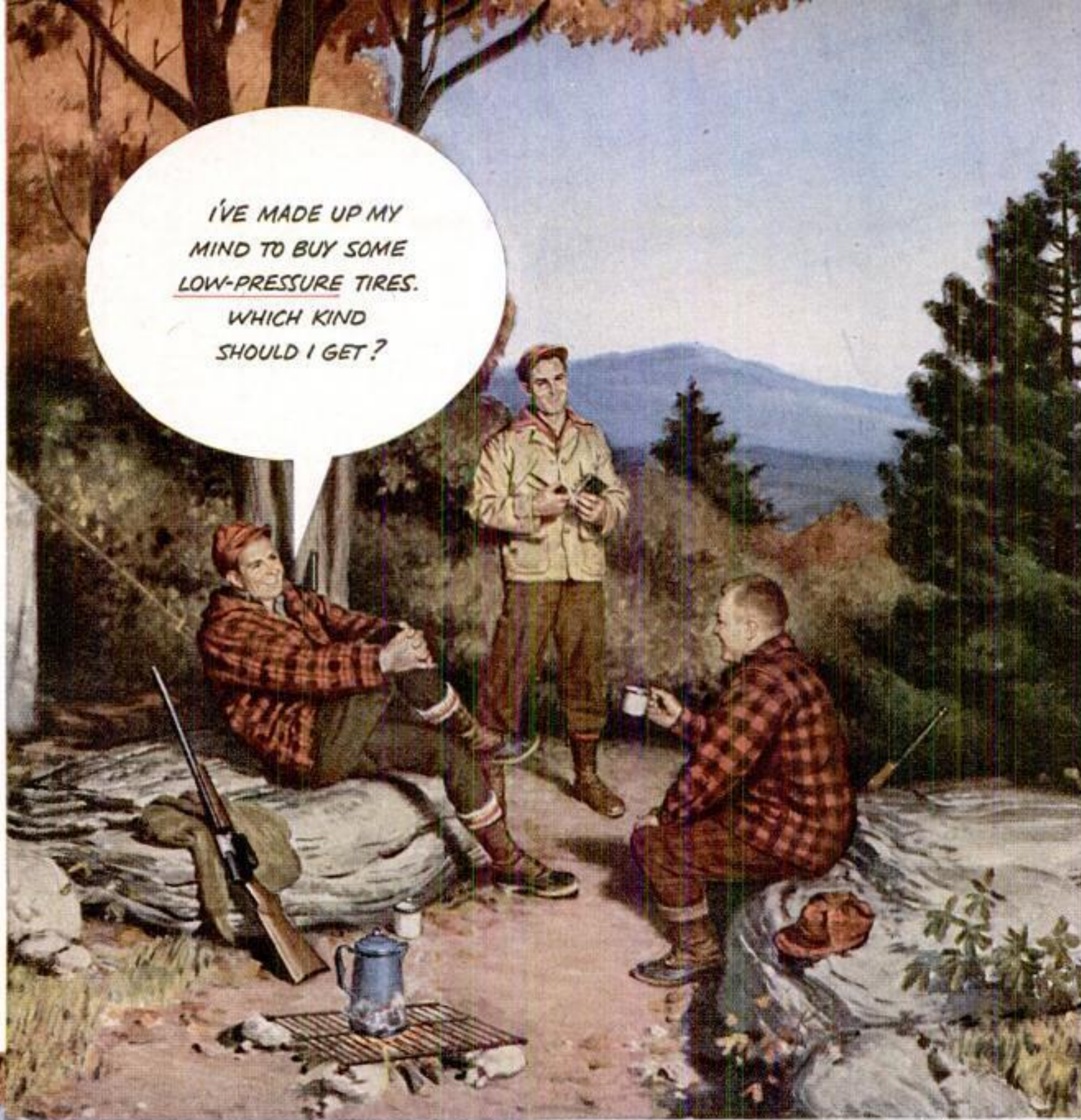
Many skin specialists prescribe two of Vitalis' basic ingredients for dry, flaky scalp.



A Product of Bristol-Myers

* Vitalis
and the
"60-Second Workout"

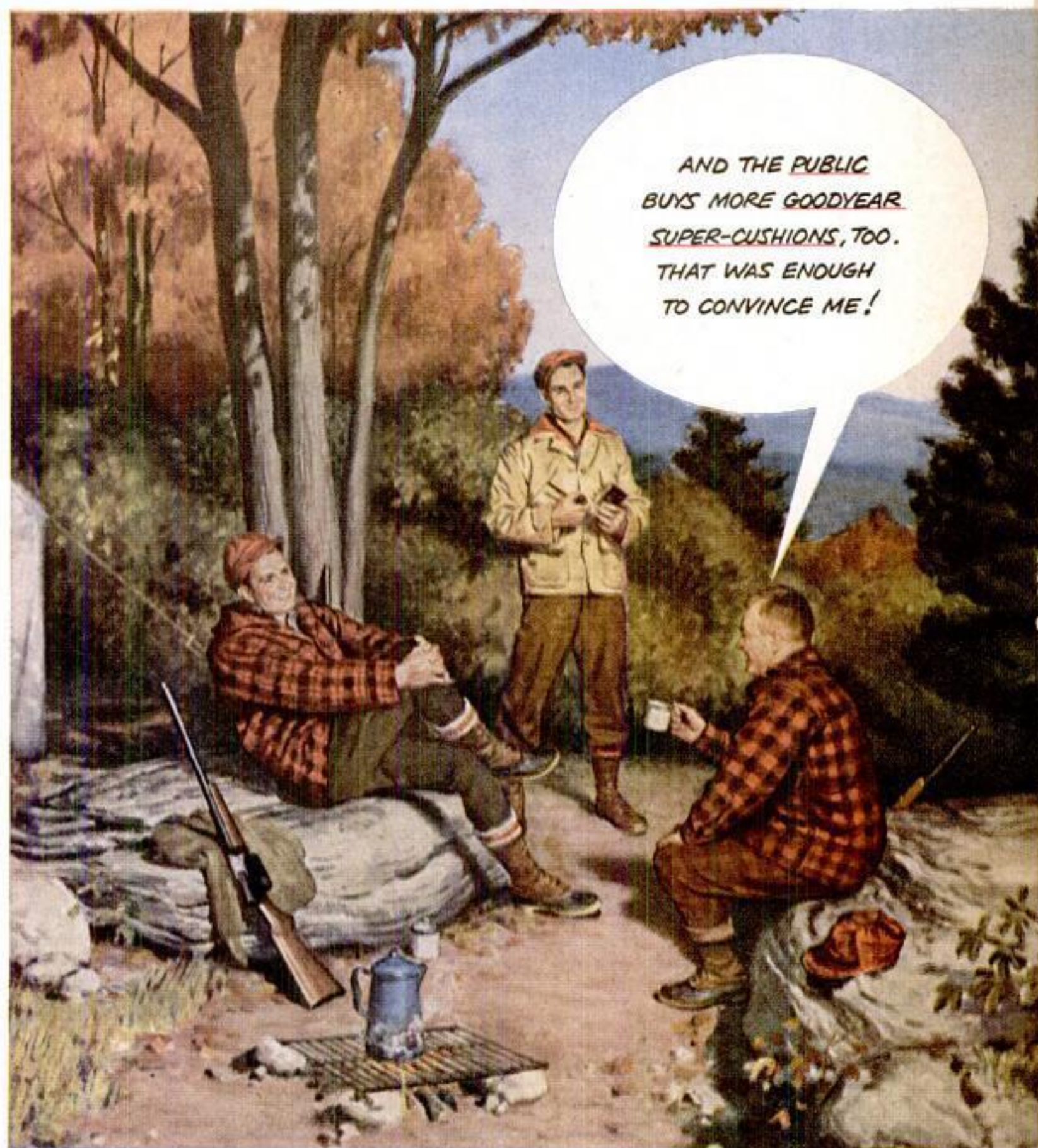
NEW! for cream tonic fans... lighter-bodied
VITALIS HAIR CREAM
gives your hair that
CLEAN-GROOMED LOOK
NO heavy film! NO sticky comb!
NO messy hands!



I'VE MADE UP MY MIND TO BUY SOME LOW-PRESSURE TIRES. WHICH KIND SHOULD I GET?



WELL, CAR MAKERS TEST TIRES THEMSELVES—AND THEY USE MORE GOODYEAR SUPER-CUSHIONS THAN ANY OTHER KIND.



AND THE PUBLIC BUYS MORE GOODYEAR SUPER-CUSHIONS, TOO. THAT WAS ENOUGH TO CONVINCE ME!



Here's why leading car makers and the public prefer this great tire: It gives . . .

- A SOFTER RIDE!
- A SAFER RIDE!
- FEWER CAR REPAIRS!
- MORE MILEAGE!

Super cushion by
GOODYEAR

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

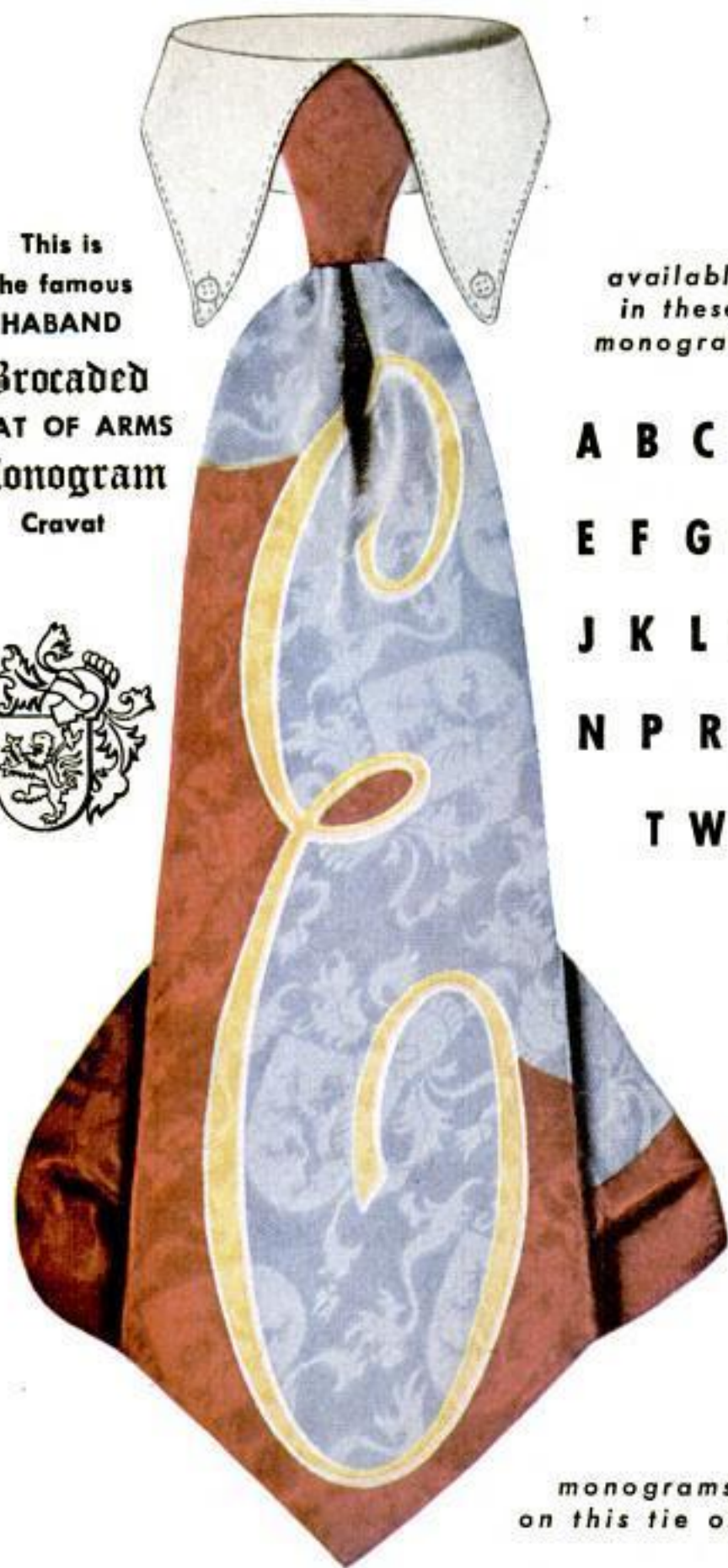
This is
the famous
HABAND
Brocaded
COAT OF ARMS
Monogram
Cravat



available
in these
monograms

A B C D
E F G H
J K L M
N P R S
T W

monograms
on this tie only



23351



23292



23276



23291



23355

From the Necktie Super Market. These remarkable direct color photographs show 12 style leaders from the mail order house which sells ties to the business and professional men of the U. S. From practically every city and town men send for ties to Haband in Paterson, N. J. and these 12 are the current favorites. Some have wondered why men send to Paterson year after year for them when other good ties can be bought just around the corner almost anywhere. The answer lies right here in these pictures. Excellent good taste is combined with well chosen patterns and exceptional color-

ing. And more obviously, of course, there are the factors of economy and convenience. All of this is possible, particularly the styling and the economy, because Haband sells absolutely nothing other than neckties—with super intensive concentration upon one quality. Look the pictures over, leisurely and carefully, and you will find it interesting to discover how neatly the group will fit into your own wardrobe. The pictures are honest. They neither flatter nor harm the product and as such they serve their purpose well, for men can match them up with their suits and shirts in full con-

fidence that there will be no let down when they see the actual ties, cut to regulation shape and length from today's standard rayon fabrics and expertly finished to the last detail. If you would like to get acquainted further with them, you need feel no hesitation in ordering a set, for Haband is vouched for by all usual commercial agencies and is probably known well by many of your friends and neighbors — most certainly by your own Postmaster.





23328



23229



23250



23333



23306



and
SOLID
COLORS
in
NYLON

MAROON — 304
ROYAL — 302
NAVY — 303
BROWN — 306
GREEN — 309
BLACK — 329

Check off or Jot Down the Numbers you would like to wear and send them to the company with your remittance. The ties will reach you by return mail, bringing you a thrill and satisfaction because you will find them more than you expected in body fullness, color depth and dollars and cents value—none of which can be shown in any picture. But, if for any reason you don't want to wear them, you need only send them back to have your money refunded with equal dispatch. Economical handling requires a minimum order of 3 ties. But take 6, a season's supply, and receive with that order a timely gift of a 1951 Easel Type Desk Calendar. Or, with Christmas coming on, take every tie in our own (12) plus the Desk Piece for only \$13.20.

BUY 6 TIES and get this FREE

REQUIRE GIRL DESK CALENDAR—1951 approximately 5½"x6¼"—Easel Type Desk Calendar. Two tone simulated embossed leather frame, Separate calendar card or page for every month, and on each one a new Esquire Girl picture in full color. NO ADVERTISING MATTER OF ANY KIND APPEARS ANYWHERE ON THIS GIFT.

\$1.10 per tie

—We pay the postage—

3 for 3.30

Minimum Mail Order

**A Season's Supply
6 for 6.60**

plus Desk Calendar FREE

HABAND COMPANY, Paterson 4, N. J.

You may send me the _____ ties I have listed and for which I enclose herewith, a \$ _____ remittance.

It is understood that if upon receipt of ties, I find any that I don't want to wear I can return them and have my money refunded promptly and without question.

Name _____
(Please Print)

Street _____

City _____

Zone _____

State _____

CHECK CHOICE BELOW

Initial ...	23276	<input type="checkbox"/>
Initial ...	23291	<input type="checkbox"/>
Initial ...	23355	<input type="checkbox"/>
23351	23333	<input type="checkbox"/>
23292	23306	<input type="checkbox"/>
23328	Solid	<input type="checkbox"/>
23229	Solid	<input type="checkbox"/>
23250	Solid	<input type="checkbox"/>

**REMITTANCE IN FULL
MUST ACCOMPANY ORDER**
No C.O.D.

Full price refunded if for any reason you don't want to wear the ties and return them to us.

**WE GUARANTEE
Immediate Delivery and
NO SUBSTITUTIONS**

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Let this baked cheese loaf open your eyes to **BORDEN'S CHATEAU***



*Once you discover Borden's Chateau,
we doubt if you'll be happy with
any other cheese food!*

Some folks note its richer flavor first! Others remark on its firmer texture. But they all agree that Borden's Chateau has other cheese foods beat all hollow!

Chateau is made from the finest mellow-mild American cheese. Slices clean. Cooks superbly. And here's a happy way for you to find out how Chateau improves all your cheese favorites—from sandwiches to main dishes. At your store, be sure to get Chateau (look for Elsie on the ½-lb. package or 2-lb. loaf) and try this good hot luncheon loaf today:

2 tbsps. butter	1 tsp. salt
2 tbsps. chopped onion	¼ tsp. Worcestershire sauce
2 tbsps. chopped green pepper	¼ tsp. pepper
2 eggs, slightly beaten	¼ tsp. poultry seasoning
1 cup milk	½ lb. Chateau, diced
	3 cups cooked rice

Melt butter in top of double boiler. Add onion and peppers. Cook till soft. Add eggs, milk, seasonings and Chateau. Cook over hot water till cheese melts. Add rice. Pour into 8½x4½x2-inch loaf pan, greased and lined on bottom with waxed paper. Bake in moderate oven (350° F.) 40 minutes or till knife inserted in center comes out clean. Unmold on platter and serve with tomato sauce. Makes 4 to 6 servings.

*T. M. Reg. U.S. Pat. Off.

Borden's Fine Cheeses

FOLKS WHO KNOW CHEESE SAY "BORDEN'S, PLEASE!"



The man you love loves Liederkranz! When it comes to things most every man is keen about, put Liederkranz Brand Cheese on the list! This creamy-hearted cheese has a rich, emphatic flavor that makes a man feel like a king... a soft-spoken authority that delights a woman's taste as well! So serve Liederkranz often—for dessert or as your favorite snack. Get it from the dairy case in your store.



Tops for Topping—Borden's Grated American! It's a clever cook who always keeps a canister of Borden's Grated American Cheese on hand to add extra come-on to dozens of everyday dishes. On casseroles and scalloped dishes, it bakes to a crusty golden brown. Inviting and rich with the flavor of fine American Cheddar. At your food store—in handy 2-oz. and 4-oz. shaker-top canisters.



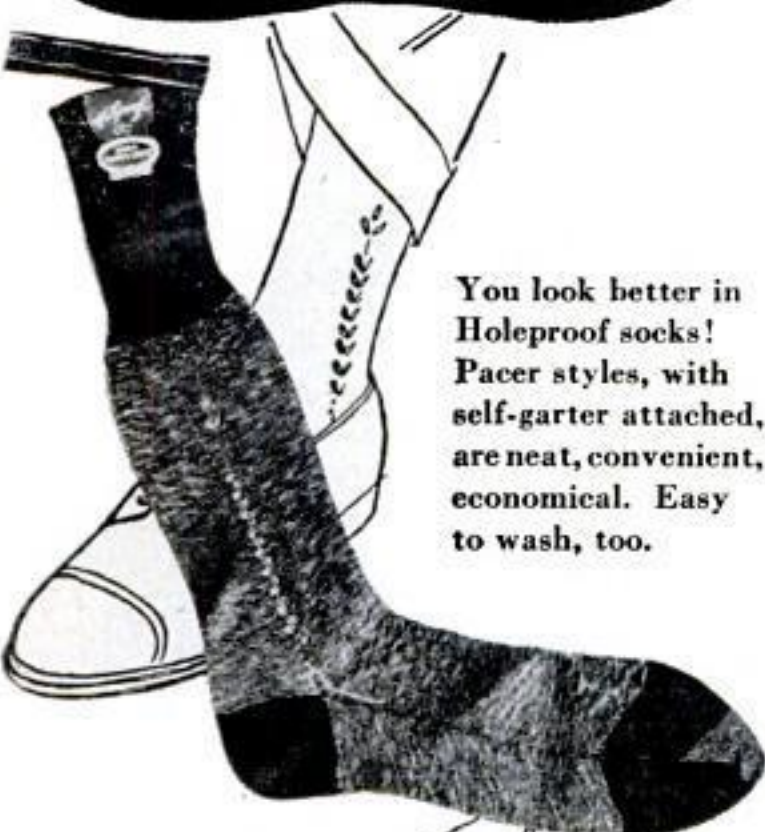
Serve Camembert—for the finishing touch! Even the simplest dinner will be well-remembered when dessert is Borden's Military Brand Camembert Cheese. This superb cheese is at its best when the center is soft and creamy yellow. Its subtle, delicate flavor is tantalizing as a whisper. Delicious with apples or pears or simply served with toasted crackers. At your store in 3-portion plastic box.

©The Borden Company

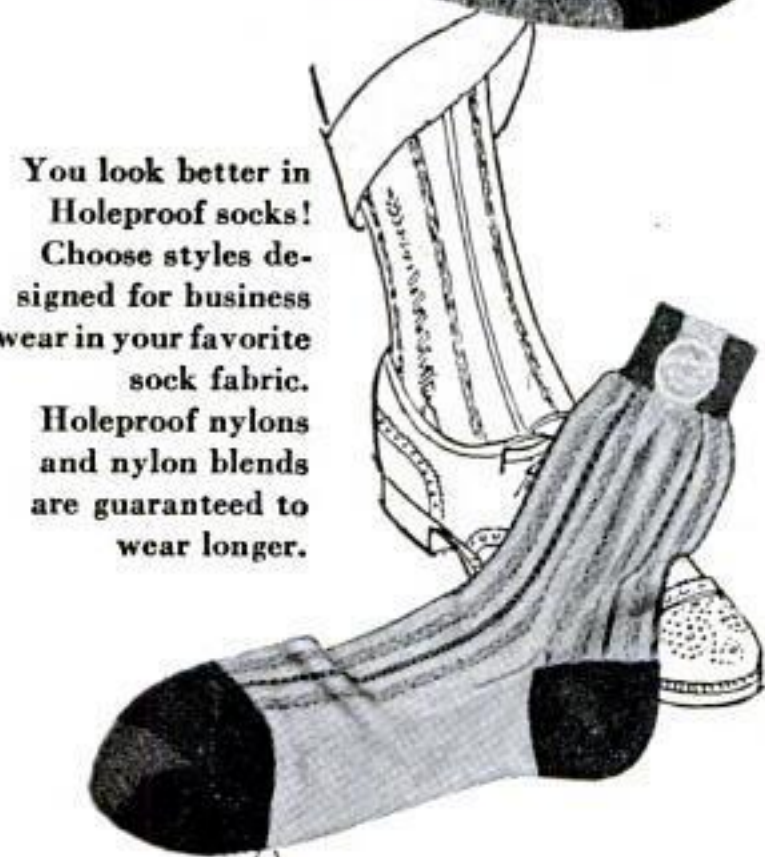
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final touch
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Pacer styles, with
self-garter attached,
are neat, convenient,
economical. Easy
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Choose styles de-
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and nylon blends
are guaranteed to
wear longer.



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out of fit. Yet
Holeproof socks
cost no more than
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"Where's that ad about the
new social security law?"



"Jim, stop tearing up the house!
What's the matter?"

"I can't find this week's Life! It's
got a Mutual Life ad on Social
Security."

"But you've been paying for Social
Security for years and you were never
excited about it before."

"This is something new. The Govern-
ment has changed the Social Security
law and I want to know how it affects
me. Besides, the ad said something
about The Mutual Life's INSURED
INCOME—a method they have of
combining Social Security benefits
and other assets with life insurance.
Where is that ad?"

"Please relax, darling. You've got the
magazine in your hand."

* * *

Yes, this advertisement you are now
holding in your hand can help you
find out how much money your Social
Security is worth under the new law.

These new and bigger benefits give
you a better-than-ever start toward a
comfortable retirement at 65—or pro-
tection for your family if you're not
around. See your Mutual Life Field
Underwriter, an expert in teaming
up Social Security and such other
assets as savings with life insurance
for family security.

LEARN WHAT THE *New Expanded Social Security* MEANS TO YOU!

SEND FOR FREE BOOKLET—containing specific, detailed information
you wish to know about Social Security and how it teams with your life
insurance. If you are 45 and under, you will be particularly interested
in this booklet. Mail the coupon today. You'll also receive a handy
filing envelope for keeping necessary official records.

SOCIAL
SECURITY
BENEFITS
FOR YOU
AND
YOUR
FAMILY

Insured Income

THE MUTUAL LIFE

INSURANCE COMPANY OF NEW YORK

1740 BROADWAY AT 55TH STREET • NEW YORK 19, N. Y.

Yes, I would like your FREE Social Security Booklet—L-70.

NAME.....DATE OF BIRTH.....

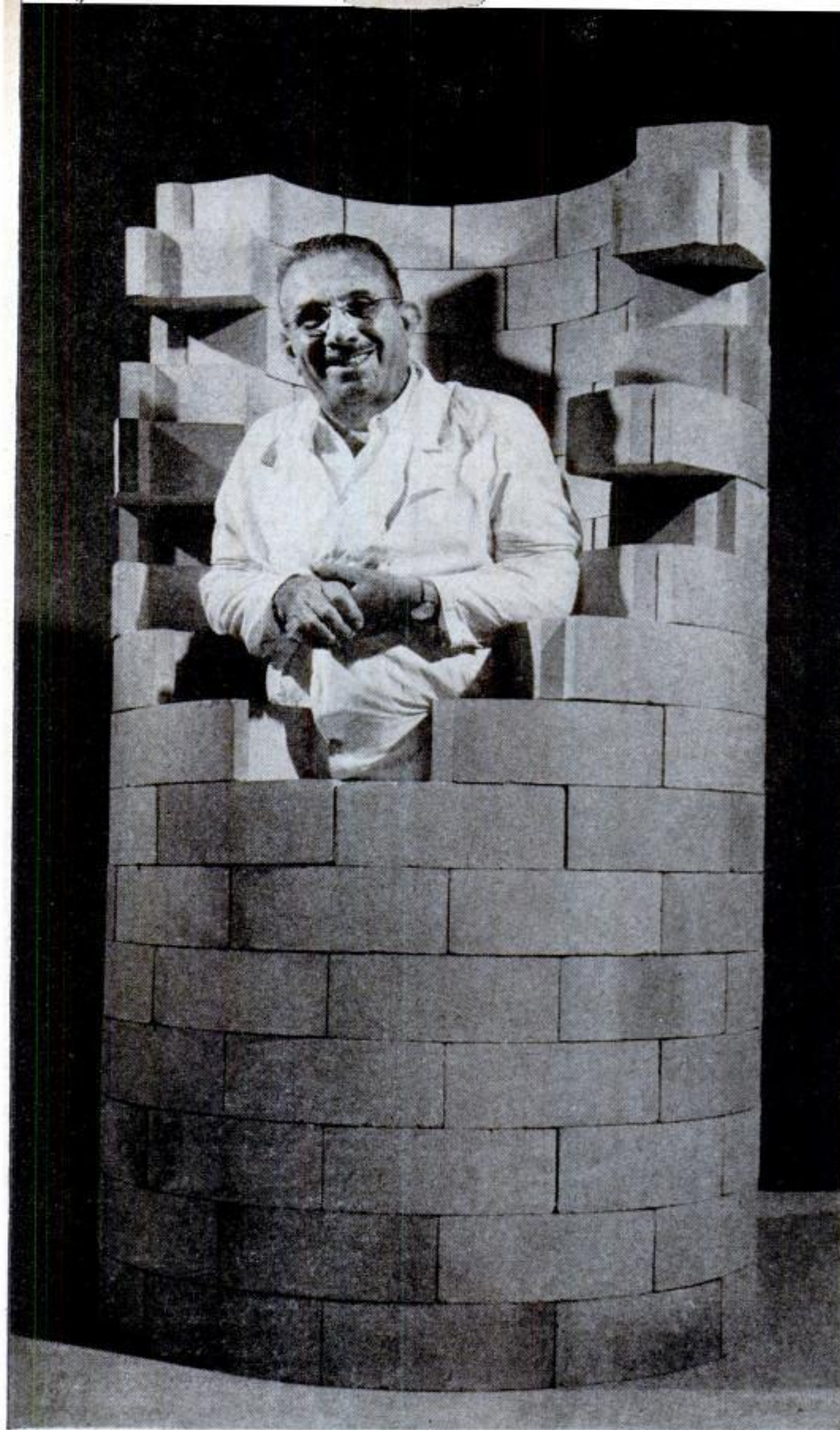
HOME ADDRESS.....CITY.....

COUNTY.....STATE.....OCCUPATION.....

OFFICES THROUGHOUT THE UNITED STATES AND IN CANADA



BRICK DOORWAY frames group painted by Massimo Campigli, who hoped to please Verzocchi by including more bricks in his picture than any other artist.



BRICKMAKER VERZOCCHI stands proudly inside tower of bricks made to line a furnace in a foundry. Familiar V&D trademark is on underside of bricks.



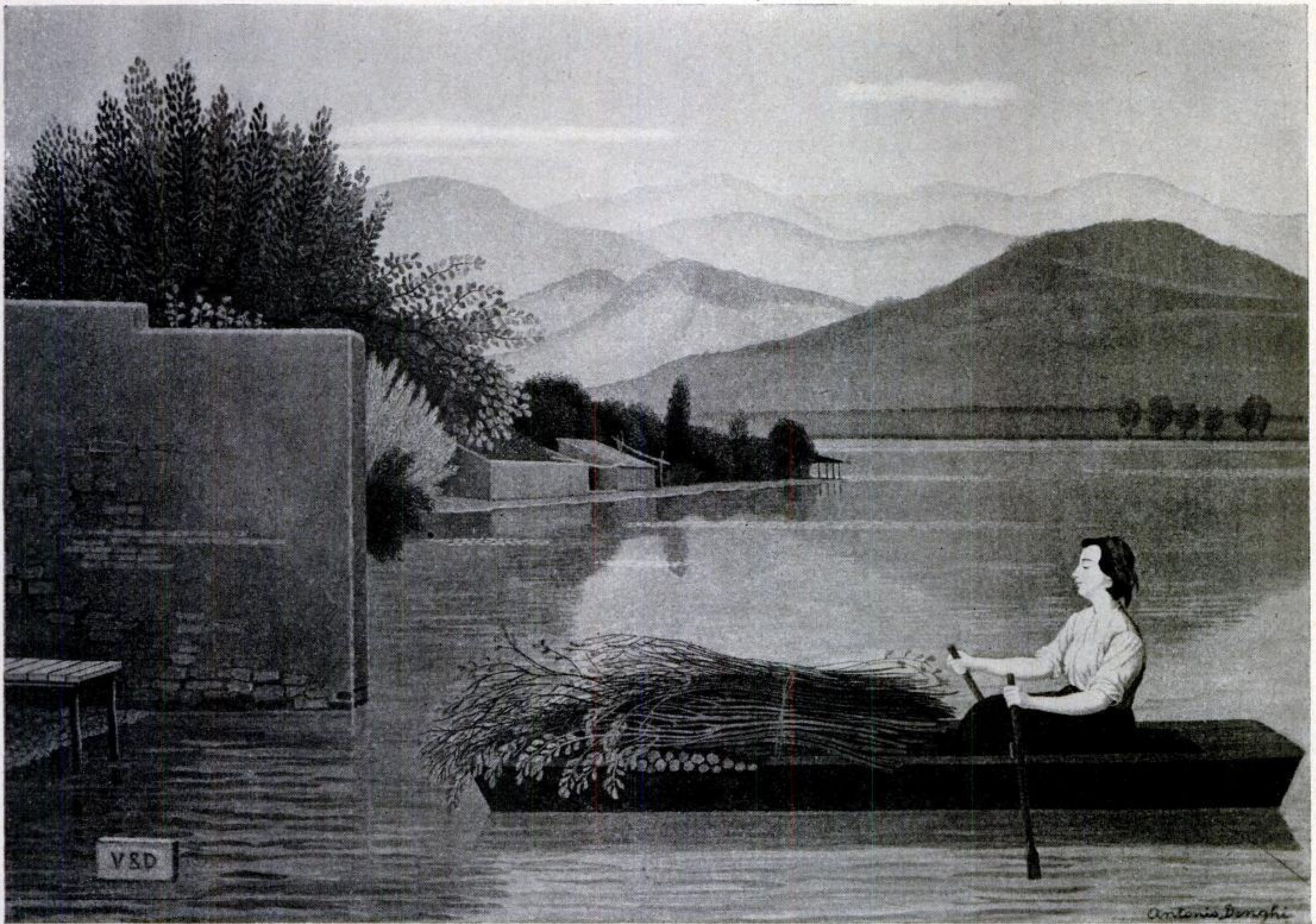
BRICKKILNS and workmen were woven into abstraction by pro-Communist Pizzinato, who was delighted to be paid to paint favorite party theme of a worker.

SPEAKING OF PICTURES . . .

... Italian brickmaker puts on art show with one of his bricks in every painting

For most of his 63 years Giuseppe Verzocchi, the beaming, bearish little man above, has devoted himself to two things: work and bricks. The son of an impoverished bricklayer in the small town of Forli in northern Italy, Verzocchi had to leave school to help support his family. He became a brick importer, then a brickmaker and today he is one of the leading brick manufacturers of Europe. Recently he assumed another role, that of patron of the arts. He commissioned 72 top Italian artists to paint pictures for him, giving each artist 100,000 lire (\$160) and a complete freedom to paint as he pleased. The only requirements were that the subject of the paintings should be work and that each painting should somewhere display a brick with the Verzocchi trademark, V&D.

This summer the results of Signor Verzocchi's patronage were exhibited for the first time in the Royal Palace of Venice. The show drew streams of visitors who were less interested in looking at art than in finding the brick in the painting. In some of the pictures (*above, left*) the brick was in full evidence. But in most it turned up unexpectedly in the midst of machines, houseware or nudes. Verzocchi, who admits he can scarcely tell a Titian from a Picasso, feels the show well worth the \$90,000 he spent on it, now hopes to send it on a tour of the U.S. and Britain. Meanwhile he is hard at work on plans for more shows to glorify work. "All I have," he says, "I owe to work. I intend to build a monument to it through art."



FLOATING BRICK fails to surprise woman rowing a boat laden with fagots. Artist Donghi painted scene from memory of landscape near Rome.



FIREBRICK among pots and parsnips is used as a convenient iron rest by the busy laundress in Marcello Boccacci's painting of cluttered Florentine household.



LONESOME BRICK hides in right-hand corner of Fortunato Depero's painting, which shows Mars-type monsters working at streamlined loom and steel lathe.



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1

Save money! Postum costs
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coffee at today's prices!

Get the big 8 oz. economy size of Postum . . . it makes up to 100 hearty cups . . . nearly 3 times more cups than a full pound of coffee and yet it costs much less. Yes, pocket these real savings and enjoy a delicious grain-rich drink besides!

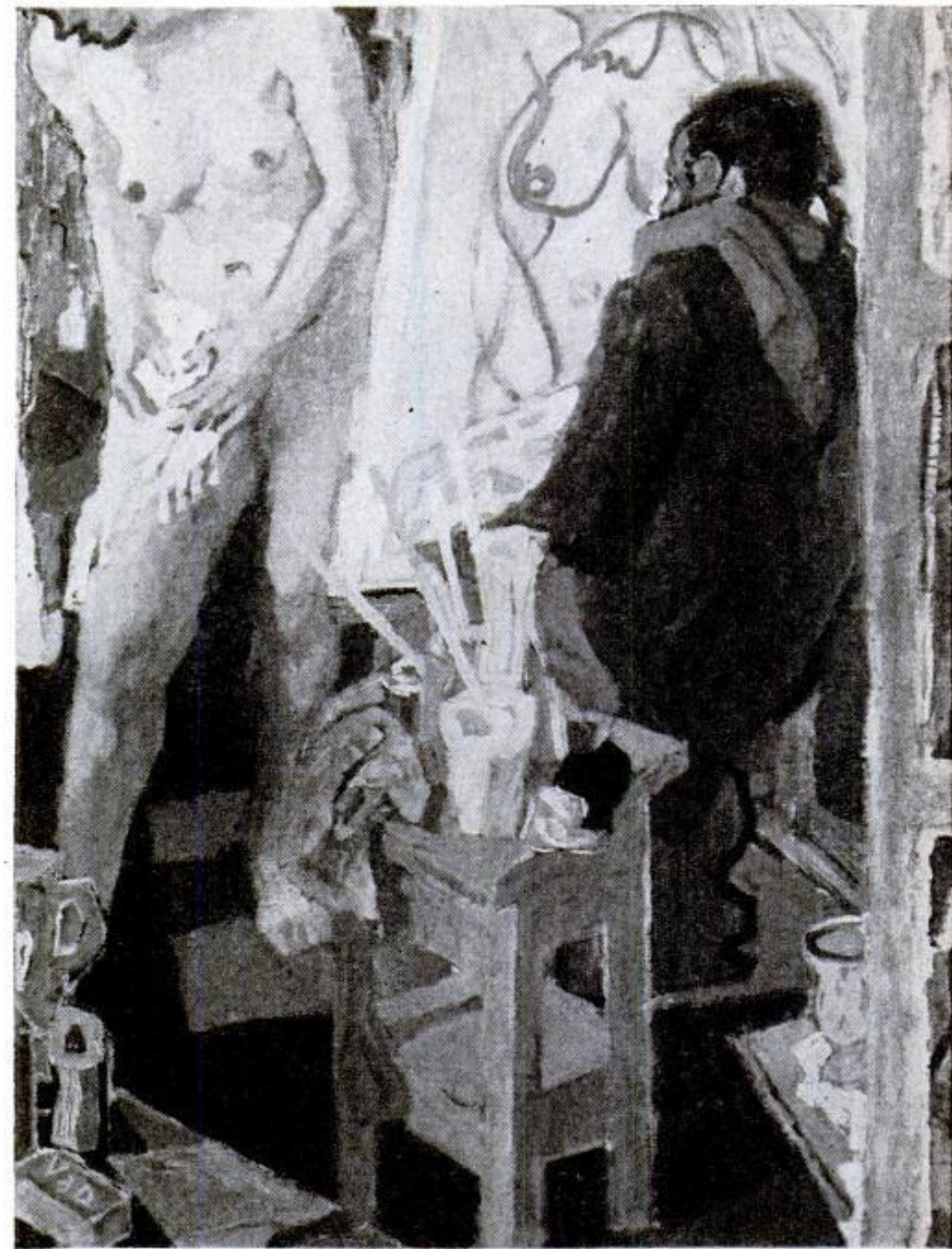
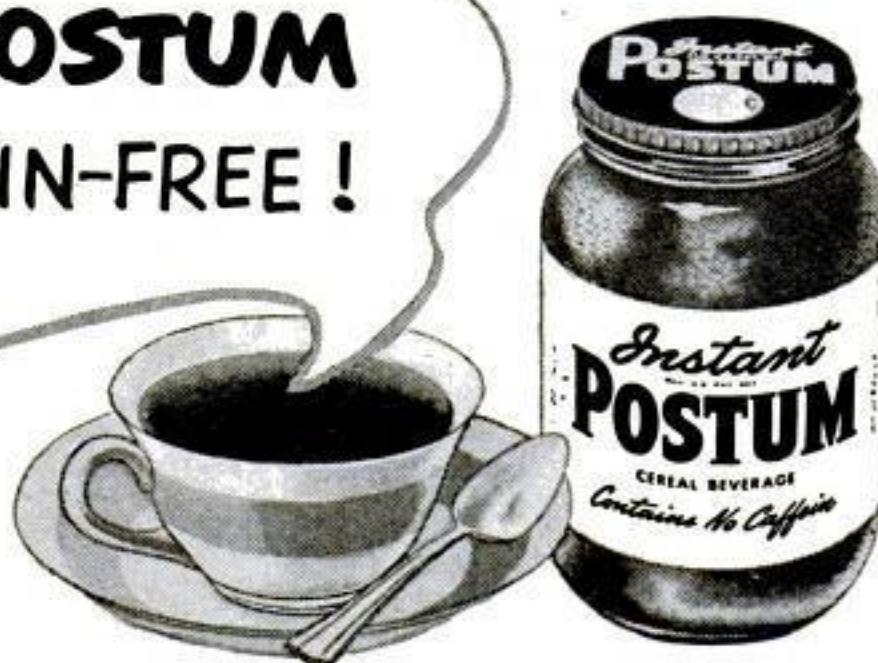
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Save your nerves!
No "Coffee Nerves"
from Postum!

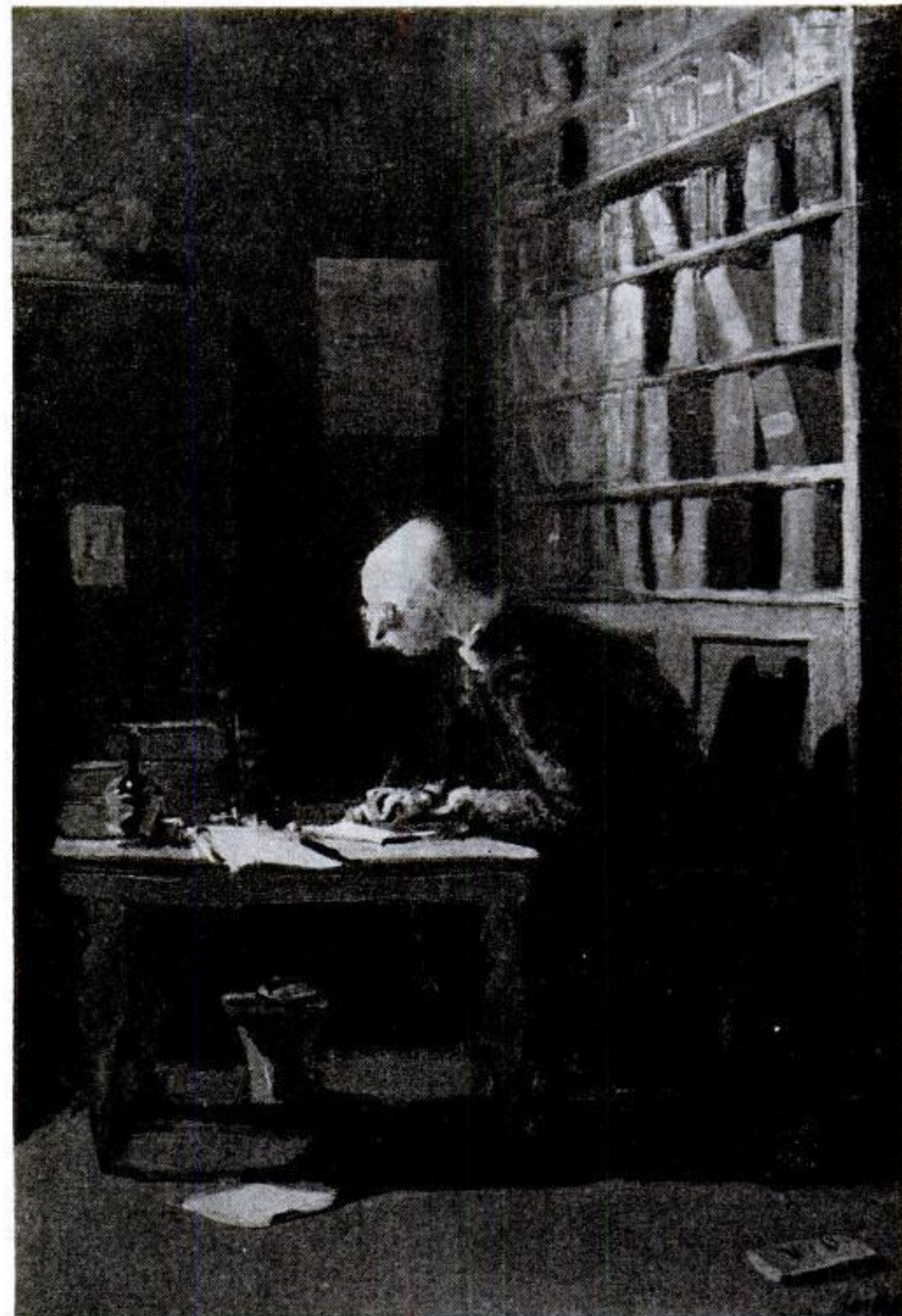
While lots of folks aren't bothered by caffeine in coffee—others suffer sleeplessness, nervousness, indigestion. Postum contains *absolutely no caffeine*, nothing that could possibly make you nervous, spoil your sleep. Get POSTUM TODAY!

INSTANT POSTUM
100% CAFFEIN-FREE!

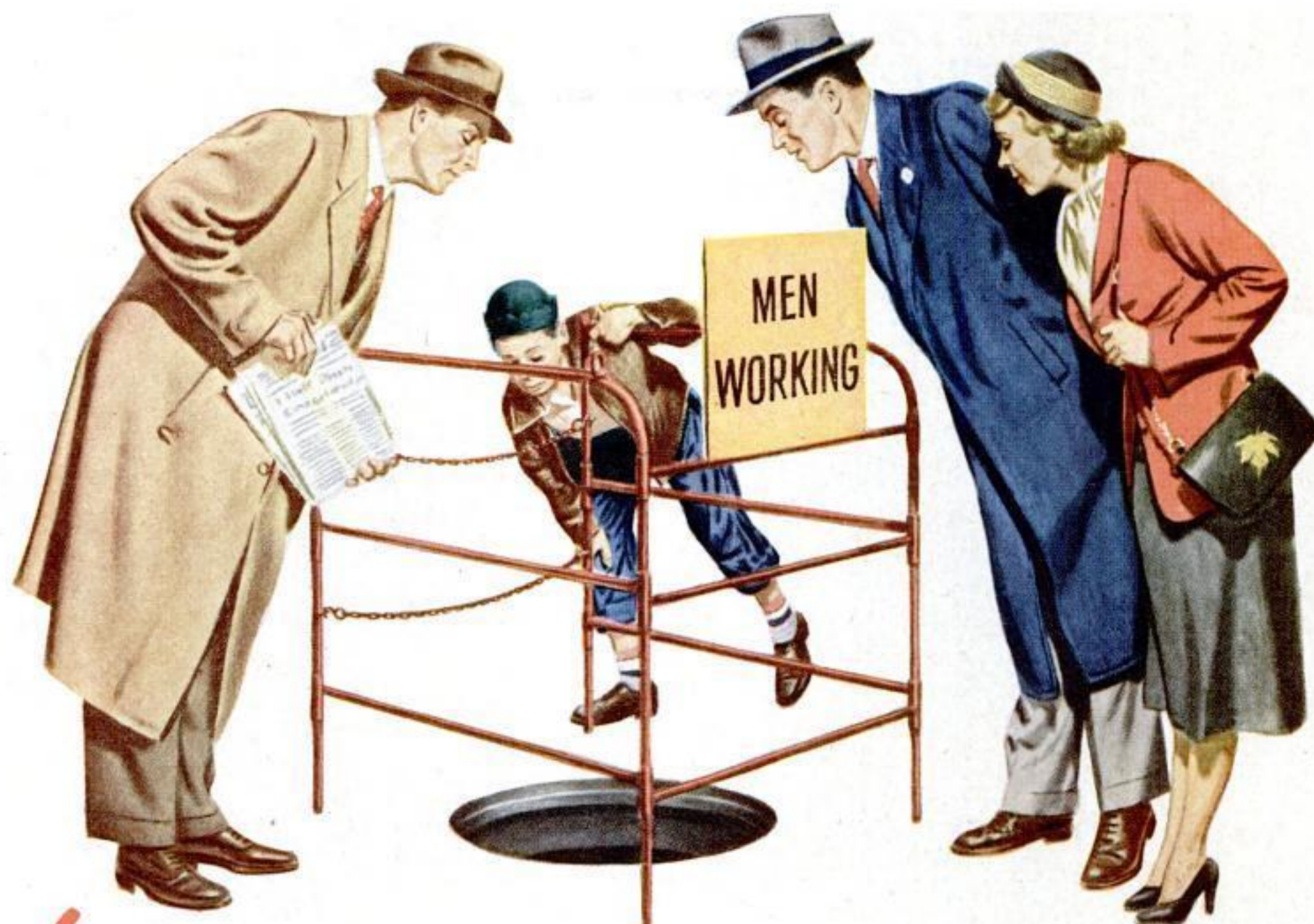
A PRODUCT OF GENERAL FOODS



BRICK AND NUDE were painted by Gianni Vagnetti, who describes them as the "usual humble objects" which can be found in every artist's studio.



BRICK AND BOOKKEEPER keep company with a cat in Bartoli Natin-guerra's painting of office scene. Brick was made to resemble a mislaid ledger.



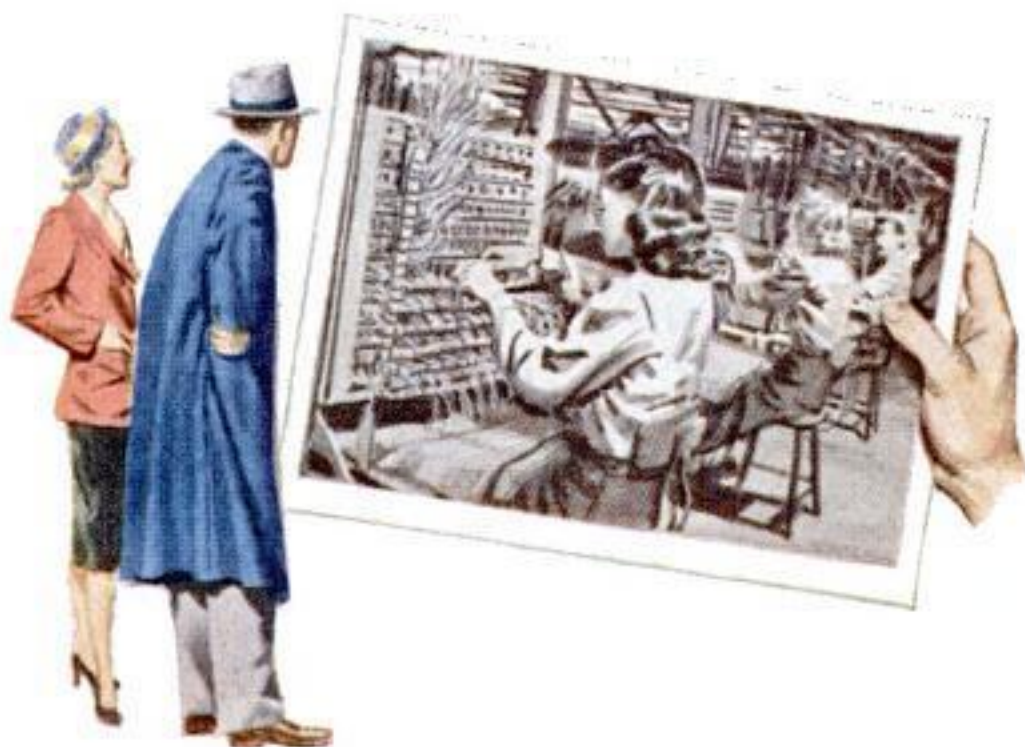
Wonder what they're doing down there?



1. Us? We're Bell telephone cable splicers . . . hooking the wires together in these big cables so more people can have telephone service. By the way . . .



2. . . . did you ever see inside a telephone cable? Look at all the little wires . . . 1800 conversations can go through at once. Western Electric makes this cable and all sorts of equipment for us. For example . . .



3. . . . here's a glimpse of dial switching apparatus being made at one of Western Electric's plants. Western Electric is the manufacturing unit of the Bell System. What's important about that is . . .



4. . . . being members of the Bell System, Western Electric people and Bell telephone people all work together toward one goal: more and better telephone service for you at the lowest possible cost.

Western Electric



A UNIT OF THE BELL SYSTEM SINCE 1882

Washes clothes Really Clean . . . spins your clothes Drier than any other washer!

Great New General Electric Automatic!

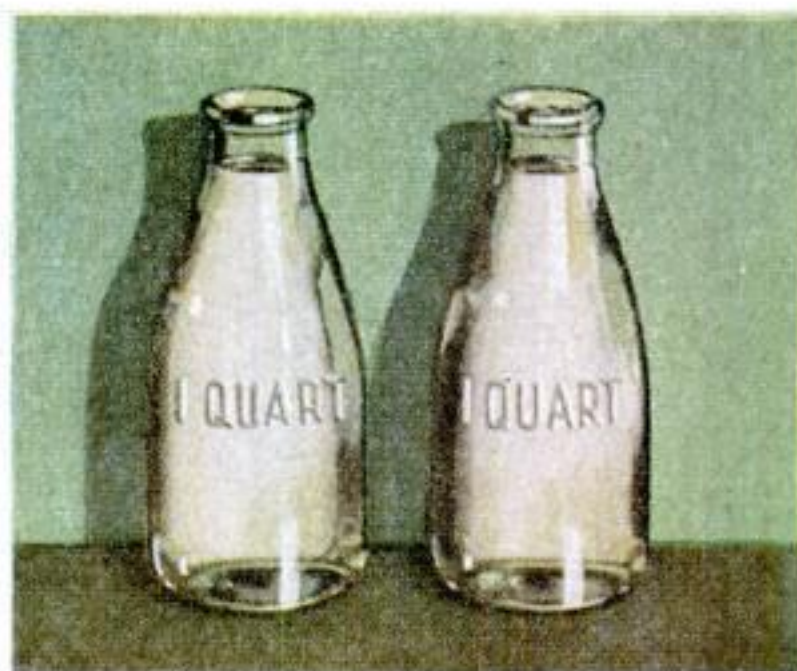


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A WASHER—BE SURE
TO SEE THESE
OUTSTANDING FEATURES**

**PIECE-BY-PIECE WASHING—AND A WASH THAT ACTUALLY
FEELS FLUFFY-DRY! HERE'S WHY:**



Famed Activator Washing Action dips, flexes, and gently cleanses each piece individually—just as in hand washing. Clothes are passed again and again through 3 zones of washing action, vigorous, medium, and light.



G.E.'s High-Speed Spin removes up to 2 QUARTS more water from an average load than other washers. That means really clean clothes—clothes that feel fluffy-dry. *General Electric Company, Bridgeport 2, Connecticut.*

FAMED G-E ACTIVATOR® WASHING ACTION—Washes your clothes so gently—yet so thoroughly.

FAMED GENERAL ELECTRIC HIGH-SPEED SPIN—Spins at 1140 rpm—no other washer removes so much water, spins clothes so fluffy-light. Many pieces ready to iron at once.

SMALL-LOAD SELECTOR SAVES WATER—A flip of the finger, and you use less water on small loads.

OVERFLOW RINSE TAKES OUT DIRT—Marvelous new feature floats soap curd and dirt UP and OUT of clothes, and down drain.

5-YEAR PROTECTION PLAN IN WRITING—Includes 1-year warranty on the entire washer—plus additional 4-year protection on “sealed-in-oil” mechanism on washer used for household use.

COMPLETELY AUTOMATIC . . . First Automatic Washer with completely Sealed Mechanism including Motor Unit . . . Needs No Oiling . . . Water Temperature Selector . . . Automatic Soap Dispenser . . . Portable . . . No Bolting Down . . . Convenient Top Opening . . . Baked-enamel Finish . . . and 27 OTHER GREAT FEATURES!

Get a Complete Demonstration!

Let your General Electric dealer show you the **WORLD'S FINEST AUTOMATIC WASHER** today! Built to last, this washer can cost less in the long run!

Try G.E.'s **“DRY HANDS”** washing —
your hands needn't soak in wash water

GENERAL  ELECTRIC

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LIFE'S COVER

This month, as New York's fashion season got off to an early and elaborate start, the most notably dressed first-nighters were often actresses taking a night off (pp. 63-66). Among them was Faye Emerson, who proved she could look as dramatic offstage (see cover) as on television. At the Ribbon Ball, a charity affair where guests were required to wear ribbons, Faye wore hers on her famous chignon instead of on her gown, and set off the display with an unusual pair of wrap-around earrings. Across one of her shoulders she wore an angora stole, which has the effect but not the price tag of white mink.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

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HOW A MAN OR WOMAN CAN RETIRE AT 55 WITH \$200 A MONTH

"LIFE looks mighty good to me today. I'm driving to Florida, maybe Mexico. I'm free to do the things I've always dreamed of doing—fish, swim, laze around a beach somewhere. For, you see, I'm retired now—with a check for \$200 a month, every month, as long as I live.

"Strangely, I owe my luck to the crash and the depression. When the bottom dropped out of the market, I still had a good job, but my savings were wiped out.

"Up till then, I'd looked forward to having enough to retire on some day. But in '29, I was nearly forty. With almost half my working years gone, I'd have to start over again.

"And suppose I could save enough, how would I invest it? I'd already learned how little I knew about stocks.

"About that time, Jim Fisher, who worked in our office, announced he was retiring. I told him how I envied him—and how hopeless it seemed for me to ever afford to retire.

"But Jim said something that surprised me. 'You know, you're luckier than I am. You can retire—easier than I did. You can plan now to get a guaranteed income, with no investment worries, when you're, say, 55. For men in their forties—or younger—there's a modern answer to the retirement problem. You needn't be rich. You needn't have a lot of money saved.'

"I asked him what the answer was. He said, 'It's called the Phoenix Mutual Retirement Income Plan. It's a way you can make part of your salary now buy you a retirement income later. There's only one secret—starting in your forties—or sooner!'

"I jotted the name on my calendar pad, and, after Jim left, I wrote to Phoenix Mutual. Back came a booklet telling all about Retirement Income Plans. *This was the answer for me!*

"Not long after that, I qualified for a Phoenix Mutual Plan. And what a feeling of security it gave me. It guaranteed \$200 a month, every month, starting in 15 years. Meanwhile, till I reached retirement age, it protected my family with life insurance.

"Those fifteen years rushed by. A while ago, I got my first Phoenix



Mutual check and retired! With a steady income, I'm taking it easy."

Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of \$10 to \$200 a month or more—starting at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Retirement Plans. Similar plans are available for women—and for employee pension programs. Don't delay. Send for your copy now.

ESTABLISHED 1863

PHOENIX MUTUAL

Retirement Income Plan

GUARANTEES YOUR FUTURE

PLAN FOR WOMEN

PHOENIX MUTUAL LIFE INSURANCE CO.
832 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your illustrated booklet "Retirement Income Plans for Women."

Name _____

Date of Birth _____

Business Address _____

Home Address _____

PLAN FOR MEN

PHOENIX MUTUAL LIFE INSURANCE CO.
832 Elm Street, Hartford 15, Conn.

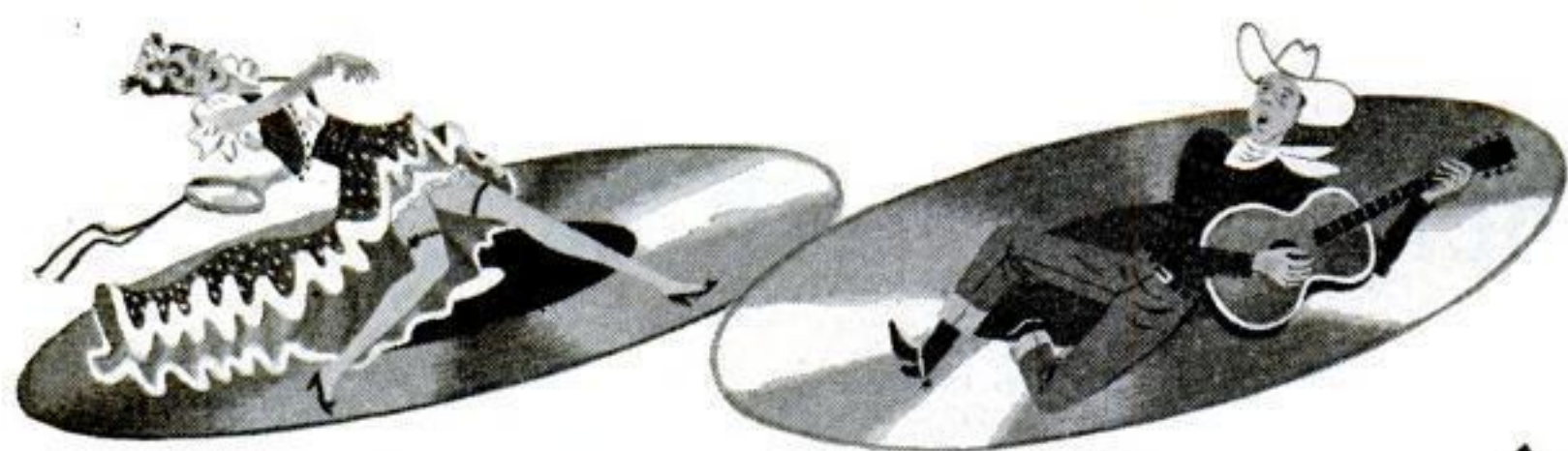
Please mail me, without cost or obligation, your illustrated booklet, showing how to get a guaranteed income for life.

Name _____

Date of Birth _____

Business Address _____

Home Address _____



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and no work

The "VICTROLA"® 45 attachment
the modern way to play records



The 45 attachment

only \$1295...and you get 6 bonus records, too!



At no extra charge you get your choice of a brand-new RCA Victor "45" record release *every month for 6 months* plus a 6 months' subscription to Picture Record Review magazine. Take your pick! "Pops," classical... any single release. "The World's Greatest Artists"... "The Stars Who Make the Hits"... are your "command performers" on RCA Victor "45." You'll get a book of 6 record coupons from your dealer with every RCA Victor "45" instrument.

Prices shown are suggested list prices and are subject to change without notice. Slightly higher in the Far West and South on Model 9Y510.

RCA VICTOR

Division of Radio Corporation of America

WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION

Good-bye to the old "spindle-seeking," adjusting posts and clamps, one-at-a-time loading. America's found a *better way*—with "45," the first completely new kind of changer-player in years. Works from inside the big spindle. You

can pick up a whole stack of records in 2 fingers and drop them on—*blindfolded*. Press a button and the show's on!

"Victrola"—T.M. Reg. U.S. Pat. Off.

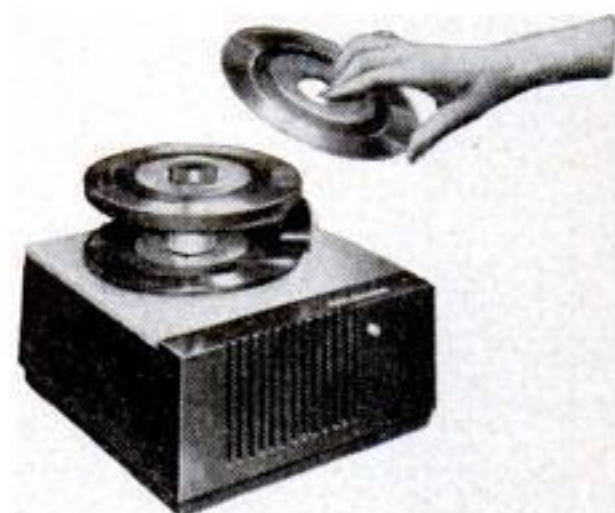


Victrola "45" and powerful AM radio in a compact maroon plastic cabinet that takes up less than 1 cubic foot of space! Beautiful tone—the famous "Golden Throat." RCA Victor 9Y510. \$59.95

Complete Victrola "45" with its own supersensitive speaker. World's finest, surest automatic record changer. RCA Victor 45EY1. \$27.95



"Victrola" 45 Personal. The perfect traveling companion. Plugs into any 60 cycle AC electrical outlet. Smart, light weight! Has a handle on back of cabinet for easy carrying wherever you go. 45EY3. \$34.95





AFTER TANK BATTLE Russian-made T-34 burns near Kumchon as a U.S. soldier adjusts haystack cam-

ouflage on his tank during a lull before pushing on to Pyongyang. Three Red tanks were knocked out here.



COMMUNIST HEROES Stalin and Kim stare at U.N. troops in Masan-ni on the road to Pyongyang.

HARD-HITTING U.N. FORCES WIND UP WAR

The end of the war loomed as plain as the mustache on Stalin's face. Communist resistance in Korea last week wavered, cracked and then disintegrated when U.N. troops captured the Communist capital of Pyongyang, some 95 miles north of the 38th Parallel. The race to Pyongyang was won by the U.S. 1st Cavalry ("Hell for Leather" Division), which entered the city at 11 a.m. Oct. 19, followed only 20 minutes later by the Republic of Korea's 1st Division. With the 1st Cavalry and the 27th British Commonwealth Brigade, which fought alongside, was LIFE Photographer Hank Walker.

The advance on Pyongyang was no joy ride. As shown by Walker's pictures on the next two pages, the mop-up stage of the war required the same bloody fighting that saved Korea in August. But though preparations for a last-ditch defense had been made at Pyongyang, North Koreans there were too demoralized to fight hard. They ran. U.N. troops found cheering crowds who tore to pieces pictures of Stalin and Communist Premier Kim Il Sung. They also found a big supply of Russian delicacies—caviar, canned sturgeon, vodka, fine wines. But Kim, having instructed his army to "fight to the death," had skipped with the other Communist big wheels, presumably to Manchuria.

The next day General MacArthur dropped 4,100 paratroops north of Pyongyang to trap what was left of Kim's army—some 27,000 men. Now MacArthur could say confidently, "The war definitely is coming to an end shortly."



BRITISH INFANTRY, scorning to wear helmets, attack over a hedge in a drive on Sariwon, 35 miles from Pyongyang. They killed 30 Reds in this action.



FLUSHING A FAKER, the Tommies warily close in on a North Korean who crawled on top of bodies of Reds slain in hedgerow battle and played dead.



WINCING IN PAIN, Pfc. Rilly M. Nixon is treated for a hand wound. He got it attacking Communists in tunnel in action shown by sequence at right.



① ATTACKING HOLED-UP REDS, U.S. MACHINE GUNNER SPRAYS .50-CAL. BULLETS INTO RAIL TUNNEL



③ SURRENDER ULTIMATUM IGNORED, 75-MM. RECOILLESS RIFLE IS BROUGHT UP TO BLAST DEFENDERS



"SURRENDER OR DIE" ULTIMATUM IS SHOUTED INSIDE TUNNEL BY A SOUTH KOREAN INTERPRETER



GIs ARE DRIVEN BACK BY GRENADES FROM TUNNEL. MORE SHELLING FOLLOWED BEFORE IT WAS TAKEN



CAPTURED COMMUNIST, a secret policeman who carried a pistol, a grenade and his uniform folded in a briefcase, is stripped by U.N. troops at Sariwon.



CAPTURED PANTS, taken from an abandoned Communist supply train loaded with winter clothes, are displayed by U.S. Major General Frank E. Lowe.



SURRENDER SERENADE is played over a public address system by South Koreans near Kumchon. Music alternated with pleas for Reds to quit fighting.



RELIEF AND REVULSION were civilian reactions after Communists left. Above: a Seoul boy holds a U.S.-made souvenir. Below: Taejon man stuffs nose with willow leaves against the stench as he buries civilians killed by Reds (*right*).



Korea CONTINUED



SEOUL CHILDREN HAVE FUN IN JUNK HEAP OF CAPTURED RED EQUIPMENT

A TORN NATION MUST BE MENDED

What the first bloody grapple with worldwide Communist aggression cost the U.S. could be measured last week—about 3,800 lives. The cost to Korea was infinitely higher. Not only was the face of the land scorched by battle, but everywhere the Communists retreated they left behind gruesome evidence of pitiless brutality. Mass killings of civilians by the North Koreans (*below*) brought nightmarish memories of Belsen and Buchenwald.

Even with victory won, the future of Korea was cloudy. South Korean President Syngman Rhee (*opposite*) wore a victory smile as wide as the Han River, but the U.N. handed General MacArthur civil control over the country north of the 38th Parallel. Rhee had already picked administrators to rule the northern provinces. But it looked as if he would abide by the U.N. decision. The U.N. problem was not only to reconstruct Korea but to integrate a country that never should have been divided in the first place.



MASS MURDERS of "political prisoners" were exposed by the U.N. advance. At Taejon, where some 600 civilian victims plus about 35 Americans were found, Koreans search for relatives before the bodies are covered in grave dug by bulldozer.

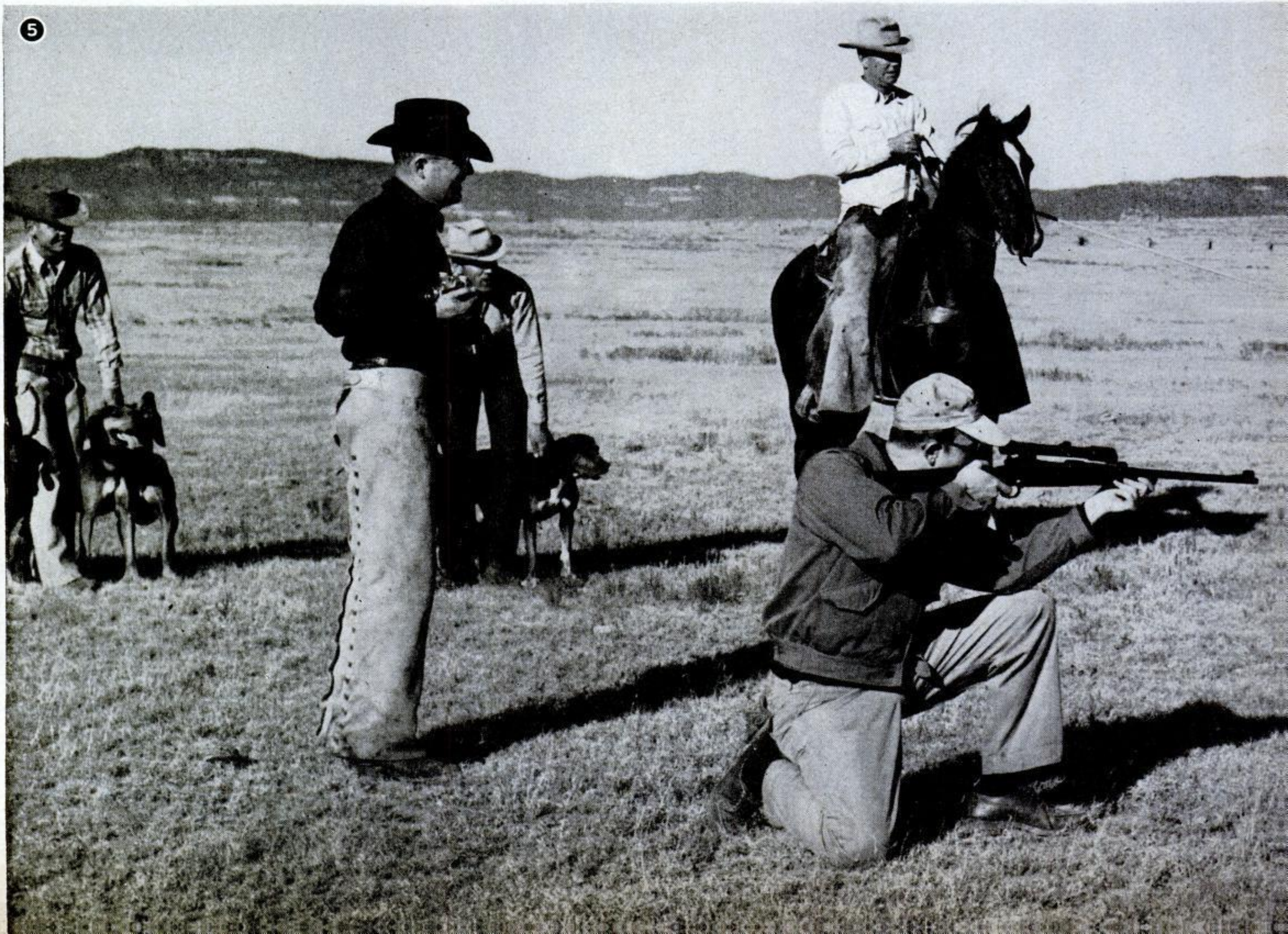
CORRUGATED FACE OF SYNGMAN RHEE SHOWS EXULTATION OVER VICTORY →





A "DEFIANT" CUB IS KILLED

In New Mexico a couple of weeks ago, near the town of Raton, some grown-ups dressed like Hopalong Cassidy went out hunting. They had a truck, horses, dogs, lariats and high-powered rifles but not a single 155-mm. howitzer. Soon they treed a bear cub, which was described as "defiant," and





called a photographer to record the struggle. First they roped the beast by the forepaw and got it out of the tree. Then they cleverly secured another rope around the bear's other forepaw so that it could not fight back, put the bear in their truck and drove it out on the prairie. There they turned the

bear and their dogs loose. When the dogs had worried the bear thoroughly and it was no longer much fun to listen to it whimper, a physician named J. H. Burrell, using a rifle with telescopic sights, advanced to within 12 feet of the bear cub, which was held by a noose and boldly shot it dead.





ONWARD HERO Otto Means shouts, "This truck ain't towing anything" as he grabs tailgate of tow truck sent to smash blockade. Bold move stalled invasion.



STILL HANGING ON, Means struggles with state troopers. But Onwardites rushed to his aid, the troopers fell back, and tow truck was pushed up the road.

THE TROOPERS FALL BACK

Onward repulses 67 of them in fight to save school

In its special education issue of Oct. 16 LIFE reported a school feud between two Indiana small towns, Onward and Walton. Onward, fighting consolidation of its high school with Walton's, had forcibly repulsed an attempt by township authorities to move the school furniture. The day after LIFE's story appeared another attempt was made, this time with 67 troopers, a fifth of the state's force, sent along to accompany the moving trucks. Onwardites blockaded the school with automobiles and sang *Onward Christian Soldiers*. When a tow truck tried to breach the blockade, a 67-year-old farmer rallied the defenders (*left*). The troopers had tear gas but, having been told by the governor to avoid violence, they withdrew, defeated. The only casualty was an Onward farmer who suffered a broken leg when his tractor dashed him against a car. Grocer James Philapy exulted, "The flag still waves over Onward school." Township Trustee Virgil Turner of Walton, who ordered the consolidation, reported his life had been threatened four times and said, "I'm getting out of town."

AS THE INVADING STATE TROOPERS RETREAT FROM BATTLE AREA, WEARING





BUMPER TO BUMPER, Onward vehicles (right) blockade school to prevent police and movers from

taking furniture. Inside school 50 students were at desks, told to stay even if troopers got past pickets.



FLAG-WAVING WOMEN picket the school. Onward men were across the street, ready for trouble.

EMBARRASSED SMILES AND LEAVING FIELD TO ONWARDITES, THEY ARE TRAILED BY JUBILANT STUDENTS WHO SERENADED THEM AS "JOLLY GOOD FELLOWS"



CANDIDATES GET DOWN TO INFIGHTING



DOWN WEST HIGH STREET IN LIMA, "LABOR LEAGUE FOR TAFT" STAGES OLD-FASHIONED TORCHLIGHT PARADE TO ESCORT THE OHIO SENATOR TO A RALLY

IN OHIO, "RAPID ROBERT" TAFT TRIES TO OUTRUN "JUMPING JOE" FERGUSON

Robert Alphonso Taft is hardly the Senate's most dramatic member. But one night last week, with an oldtime torchlight parade (above), the Senator gave Lima, Ohio, the sense of being in on great and dramatic events.

More than any other man, Taft symbolizes the Republican side of the country's heaving political struggle of 1950, and the labor chieftains accordingly have marked him as a man who must be consigned to oblivion at all costs. Like the battle for control of Congress every-

where else in the nation, the critical Ohio senatorial campaign has turned into a bitter fight, with no punches barred.

Both "Rapid Robert" Taft and State Auditor "Jumping Joe" Ferguson, his opponent, were flouting the speed laws to get every hamlet in the state covered by election day. But unlike Taft, whose speeches were almost oppressively logical, Ferguson was flouting the laws of grammar and taste as well. Out of habit he kept shouting to audiences, "When I am re-elected

auditor. . . ." Out of spite he declared that "I am for the millions, Taft is for the millionaires. . . . I'll be the freest man that ever treaded foot in the Senate."

With the prestige of the whole party riding on him, Taft seemed to be gaining strength last week. And over Joe Ferguson hung an ominous threat. Democratic Governor Frank Lausche, who has publicly expressed his admiration for Taft, had practically disavowed his running mate by refusing to utter a good word for him.

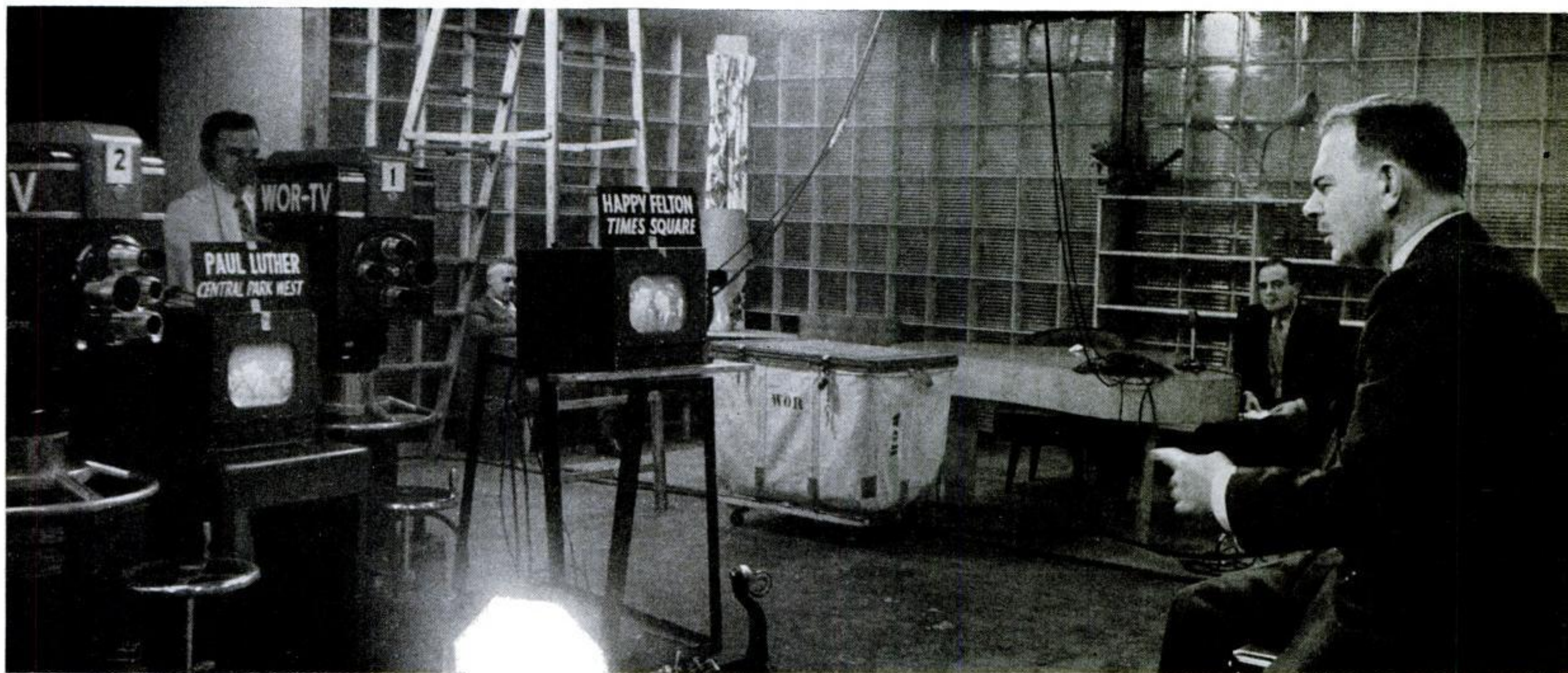


TAFT STEPS DOWN stairway of Lima's Central High School and, flanked by Negro and white labor men, leads torchlight procession to nearby Memorial Hall.



FERGUSON STEPS UP to C. F. Kuenner, 88, hard-of-hearing drygoods man of West Jefferson, to buttonhole and bombard him with sales talk and leaflets.

IN THE BATTLE TO CONTROL CONGRESS



USING NEW TV TECHNIQUE, DEWEY SITS IN STUDIO TO ANSWER QUESTIONS FROM STREET. AUDIENCES CAN SEE AND HEAR BOTH QUESTIONS AND ANSWERS

IN NEW YORK A LETTER PUTS THE CAMPAIGN ON THE BACK-STABBING LEVEL

The New York campaign had been seething ever since it started. Last week it boiled over like the finale of a hot-blooded Italian opera, with stealthy back-stabbings and cries of outraged virtue erupting all over the stage. First, on a TV show, Governor Thomas E. Dewey staged a surprise by indorsing not Thomas E. Dewey but Dwight D. Eisenhower for the presidency in 1952. Meanwhile a bigger bomb was ticking away. It exploded next day around the frail figure of Lieut. Governor Joe E. Hanley,

74, who had been supposed to run for governor but was hastily converted to a Senate candidate when Dewey came out for re-election. To silence "malicious gossip" Hanley released a damning letter he had written to Republican Rebel W. Kingsland Macy. Within two hours the Democrats flooded the press with photostats of the note, in which Hanley told how he had been promised that all his considerable debts would be wiped out in 90 days if he would give up his hopes of running for governor. While the Dem-

ocrats gleefully threw stones from their glass house, Dewey reminded them that Franklin D. Roosevelt ran for governor in 1928 on the promise of wealthy Democrats to pay off debts he had incurred in setting up the Warm Springs Foundation. Who among the anti-Deweyites gave the letter to the Democrats was a question nobody was answering. A bigger question was how much the letter—which drastically cut Hanley's chances against Herbert Lehman—would cut into favorite Tom Dewey's Nov. 7 vote.



SHEDDING VEST, Dewey prepares for *Meet the Press* on which he came out for Eisenhower in 1952. He put coat back on before TV camera was turned on.



SHARING LIMELIGHT at political dinner after disclosure of Hanley's letter, Dewey and Hanley spent an uncomfortable evening, rarely chatted together.



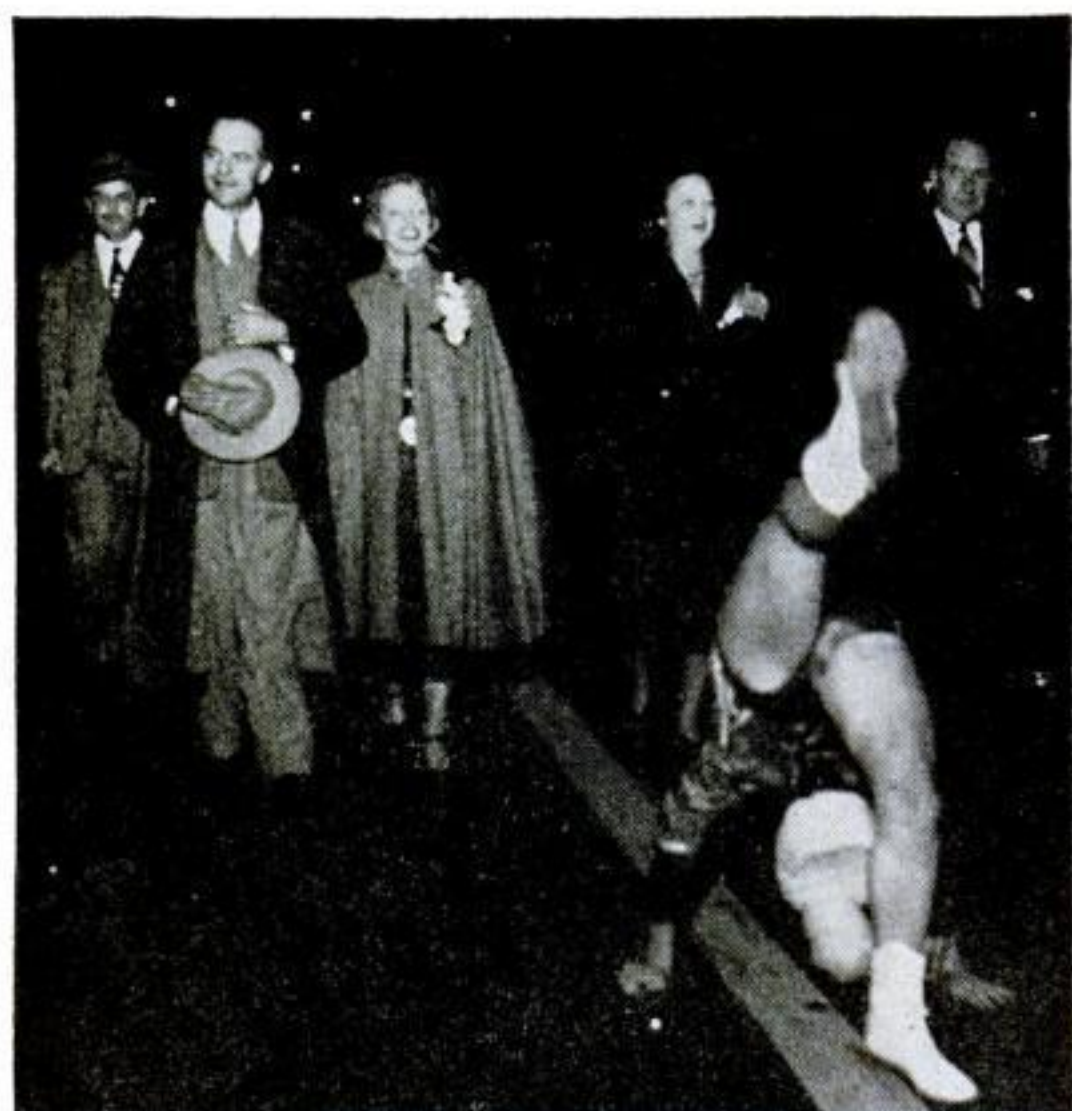
IN TELEVISION STUDIO, also prepared for broadcast by opponent (*opposite page*), McMahon waits for cue to talk about work on atomic energy committee.



IN HELICOPTER Democratic Senator Bill Benton waves as he hovers before landing. Sound truck has arrived ahead of him to attract a crowd. At each stop

IN CONNECTICUT THE HUCKSTERS WAGE HIGHLY MODERN CAMPAIGN

Like a vast herd of white mice Connecticut voters are being used as subjects in a disturbing experiment in political science. The candidates are frankly trying to sell themselves with the same techniques that advertising men used to introduce a new home permanent. High-powered admen had helped out in political campaigns before; this time they were on the ticket. The team of Benton (Bill) & Bowles (Chester) was together again on the



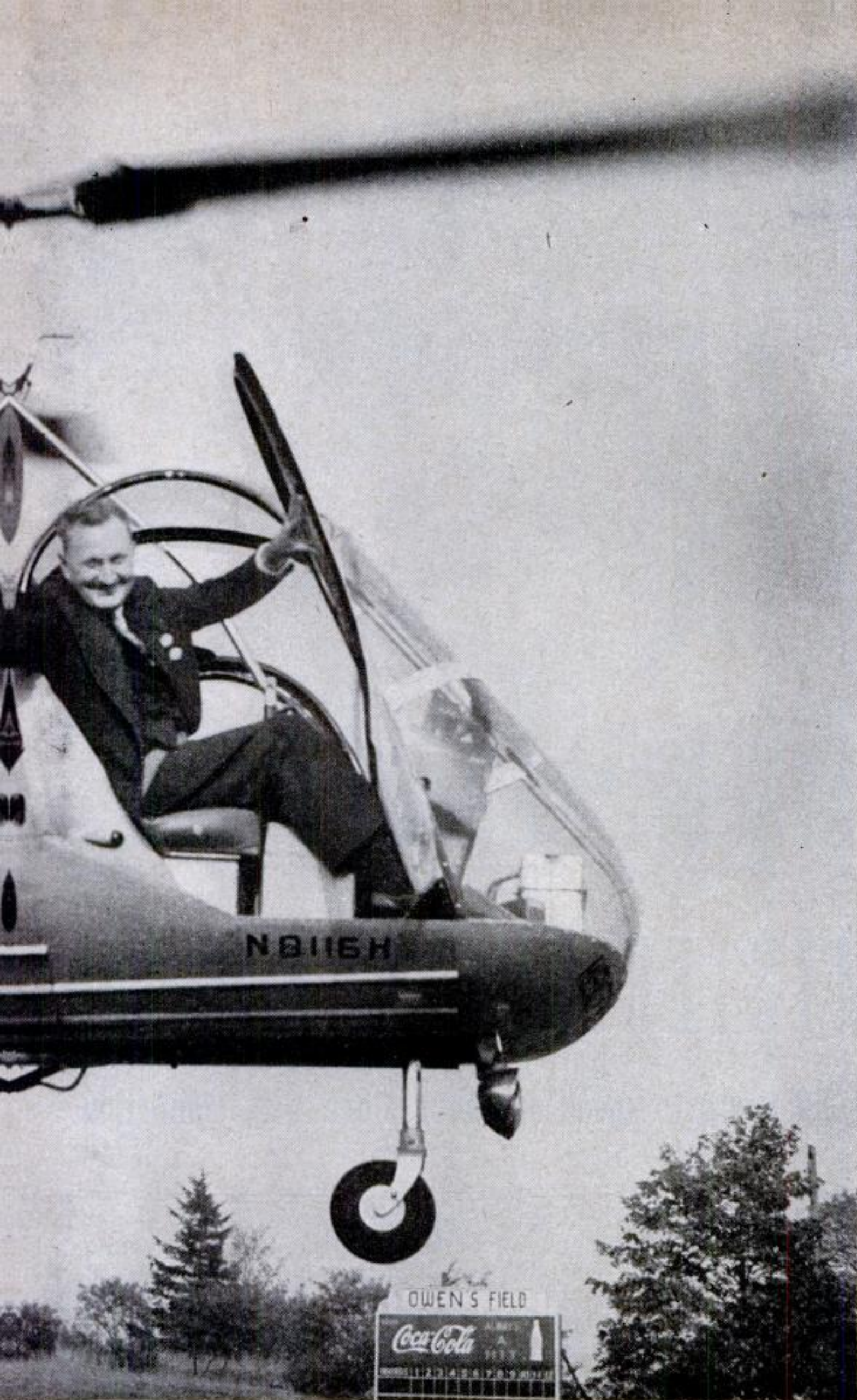
DRUM MAJORETTE precedes John Lodge and his Italian-born wife, who appeals to Connecticut's large Italian vote.



THE OLD FIRM, Bowles and Benton, reunites at a Democratic dinner before splitting up to make speeches elsewhere.



A CONFUSED WORKER in a brass mill struggles to remove his



Benton gives rides in his helicopter to the children, then asks them to help pass out some of his 100,000 campaign buttons. He has flown more than 2,500 miles.

ballot in Connecticut. Benton, running for the Senate seat to which Governor Bowles had appointed him, started the huckstering trend with helicopters and one-minute movies. Not to be outdone, his towering opponent, Wall Streeter Prescott S. Bush, took to the TV cameras as bass in a quartet of Yalermen. In the campaign for governor, Congressman John Davis Lodge, equally Ivy-Leaguish-looking as Bush, countered Bowles's solid



IN A QUARTET of former Yale Whiffenpoofers, Prescott Bush (left), Yale '17, sings on television show. They sang *Down in Jungletown, Shine On Harvest Moon*.

electioneering by enlisting his wife, the former actress Francesca Braggiotti, to dance at rallies, then gave that up as a little undignified. Ex-Congressman Joseph Talbot, running for the other Senate seat, crisscrossed the state in a flashy sound truck. His democratic adversary, Brien McMahon, was running the most conservative campaign of all, and oddly enough, it was McMahon that the experts gave the best chance to win.



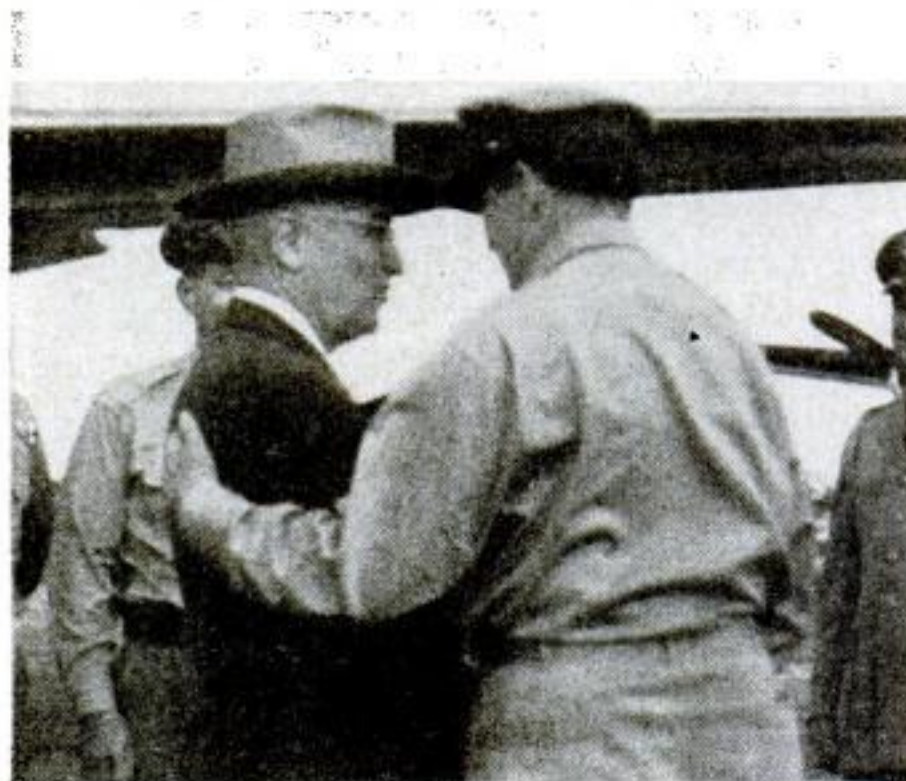
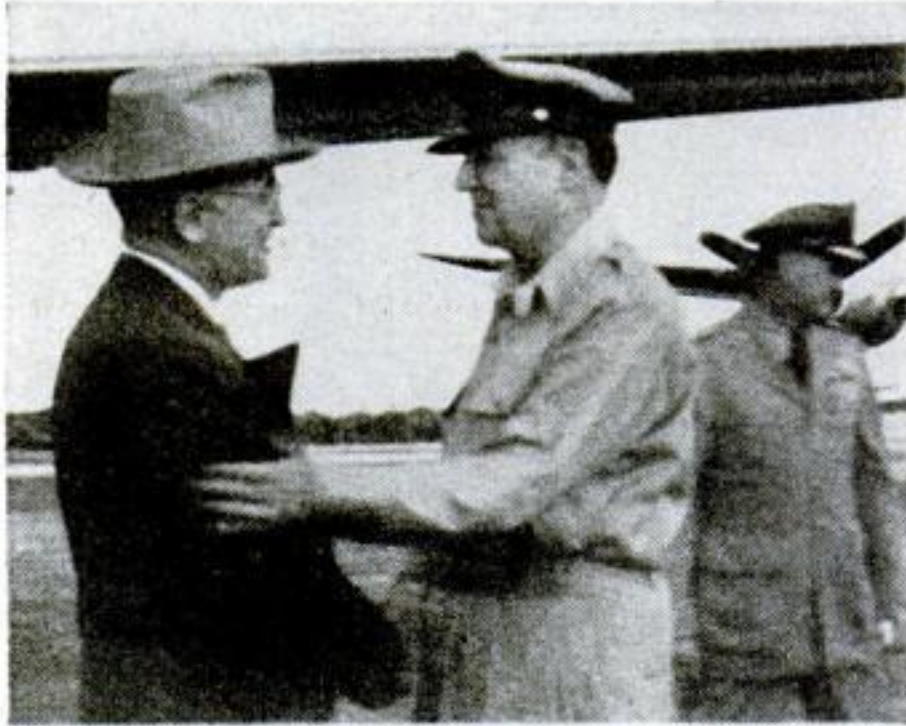
dirty gloves as Candidates Talbot and Lodge wait to shake hands.



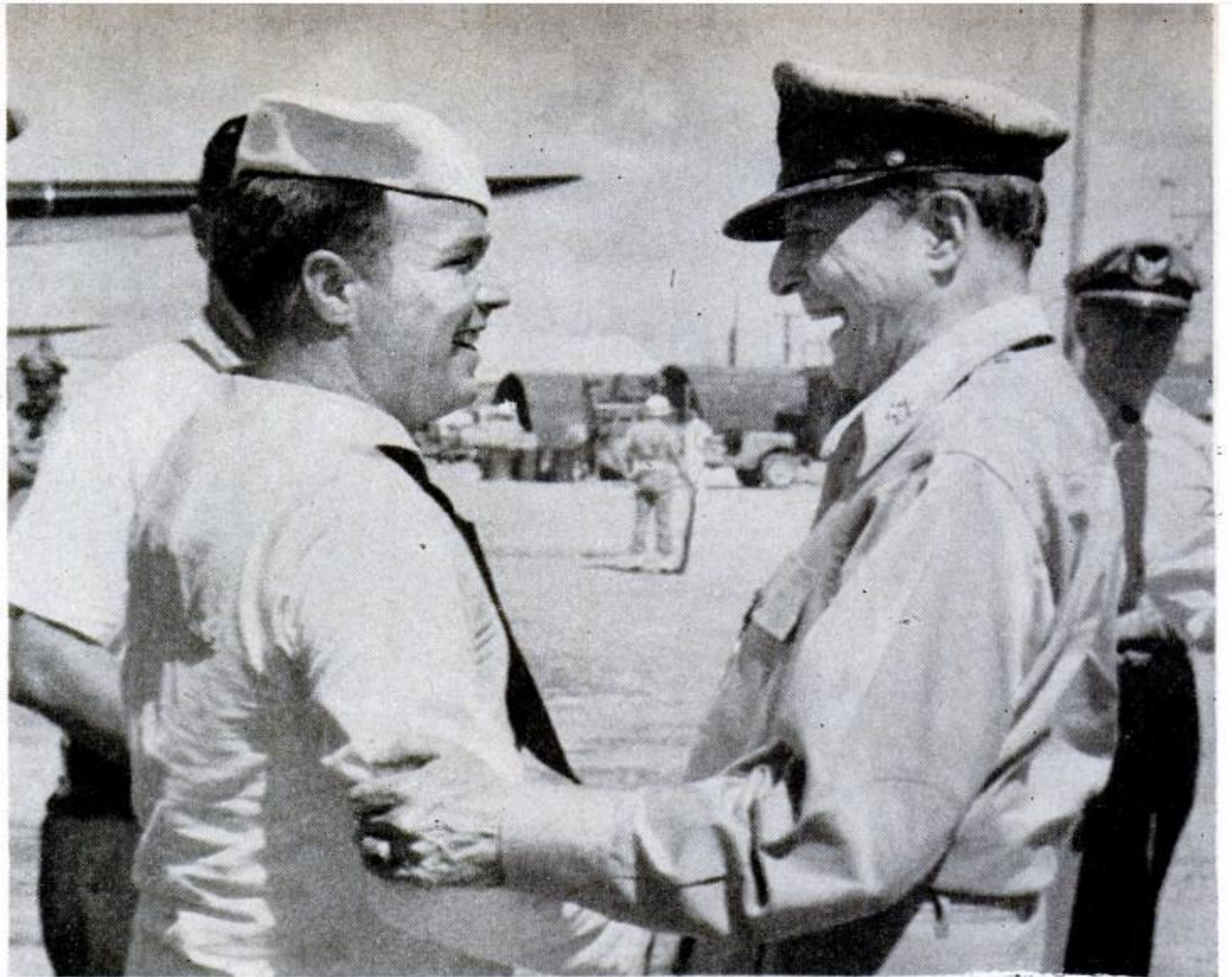
SMOKING CIGAR like a traditional politician, McMahon talks to Democrats after nonpolitical speech on atomic energy.



IMPORTED TALENT, drummer from Brooklyn Dodgers' "Sym-phony," parades in Groton to attract crowd for Bush.



FATHERLY BACKPAT and hearty handshake is extended by MacArthur, who got to Wake first. The general dispensed with a formal salute to President.



LEAVING FOR TOKYO, THE GENIAL GENERAL OBLIGES A SAILOR WHO JUST WANTED TO SHAKE HANDS

THE MYSTERIOUS VOYAGE

The President flies 59 hours to spend one hour alone with MacArthur

Returning from his dramatic first meeting with General MacArthur, President Truman obviously regarded it as a success. Their hour alone followed by two hours of discussion had seemed well worth 59 hours of flying time to the President. But when MacArthur was asked what he thought about it he said, "All comments will have to come from the President's publicity man." Such reports sharpened criticism that the meeting had been too brief to do any good. En route home the President was edgy about such criticism. He said he did not care what his critics said; he wanted to see the general so he went to see him. Some of the brass that went along were edgy too; they spread the word that the boss had even won MacArthur over to the

idea that Formosa's future should be left to the U.N., not to the U.S. From Tokyo, however, came word that Formosa had not even come up at the meeting. So when he faced his press conference last week, Mr. Truman was on the defensive. When a reporter asked if he and the general were now in complete agreement on Formosa, he exploded. The Formosa question, he stormed, had been decided a month or five weeks ago (LIFE, Sept. 11). What he and the general had talked about was a peace treaty for Japan and the rebuilding of Korea. Whatever anybody said, Mr. Truman seemed certain that he had done the right and statesmanlike thing and his opponents seemed equally sure that he had hit them with a political grandstand play.



BACK AT OAHU, the President scans skies above Kanoehoe Naval Base on visit to Nuuanu Pali, where legend says the old Hawaiian kings used to toss their

enemies over the 1,200-foot precipice. Mr. Truman was in better humor than on his tense outward trip to Wake, when he had refused to wear traditional leis.

Every day 27 MILLION PEOPLE

share this happy eating habit

SOUP FOR LUNCH

TOP FAVORITE AMONG LUNCH DISHES IS GOOD HOT SOUP, SURVEY SHOWS

Look into any market basket, anywhere in America . . . and you're apt to find five or six cans of soup. For soup is a wonderful food . . . and America knows it! A well-made soup is as delicious as it is nourishing. It's easy to digest . . . easy to serve. It's thrifty, a great food value. And variety . . . 21 Campbell's kinds . . . a soup for every menu and every taste. So today . . . why not have soup for lunch?



SOUP AND DESSERT

Campbell's Vegetable Soup
Over a dozen garden vegetables in beef stock! . . . "Almost a meal in itself!"
Baked Apple Milk



SOUP AND SANDWICH

Campbell's Cream of Asparagus Soup
A creamy-smooth purée of fresh, tender asparagus . . . fragrant and nourishing!
Open Hamburger with Pickle Coffee



SOUP AND SALAD

Campbell's Chicken with rice Soup
Pieces of tender chicken and fluffy rice . . . mingled in a gleaming golden broth!
Melba Toast Cranberry Salad Mold Cocoa

\$15,000!

in Cash



Put on your thinking cap!

Think up names for each of these three lovable Birds Eye Kids who are forever licking their lips over those wonderful Birds Eye Frosted Foods.

This is an all-fun contest! You simply write down names you think fit the little rascals! Tell in a few words—not over 25—why you picked the names.

Use the entry blank in this advertisement, or get several from your grocer, and send in several entries! The more entries you send in, the better your chances of winning!

Just remember—each entry must be accompanied by the big bird trade-mark from the face of any Birds Eye Frosted Foods package—or the top from any Birds Eye juice can.

Come on! Don't wait! Enter today! If you get another idea later, you can enter again!

Copyright 1950, General Foods Corp.

Clip the big Birds Eye trade-mark from a package of any of these Birds Eye Frosted Foods!

Sliced Peaches
Rhubarb
Sliced Strawberries
Asparagus Spears
Asparagus Cuts
French Style Green Beans

Cut Green Beans
Wax Beans
Small Lima Beans
Fordhook Lima Beans
Broccoli
Broccoli Cuts
Brussels Sprouts

Cauliflower
Golden Sweet Corn
Corn on the Cob
Mixed Vegetables
Peas
Peas & Carrots
Chopped Spinach

Whole Leaf Spinach
Squash
Succotash
Chicken Parts
—Breasts
—Drumsticks
—Thighs
—Wings
—Livers
—Gizzards

Grapefruit Juice
Orange Juice
Country Fried Potatoes
Chicken à la King
Cod Fillets
Haddock Fillets
Ocean Perch Fillets
Flounder Fillets

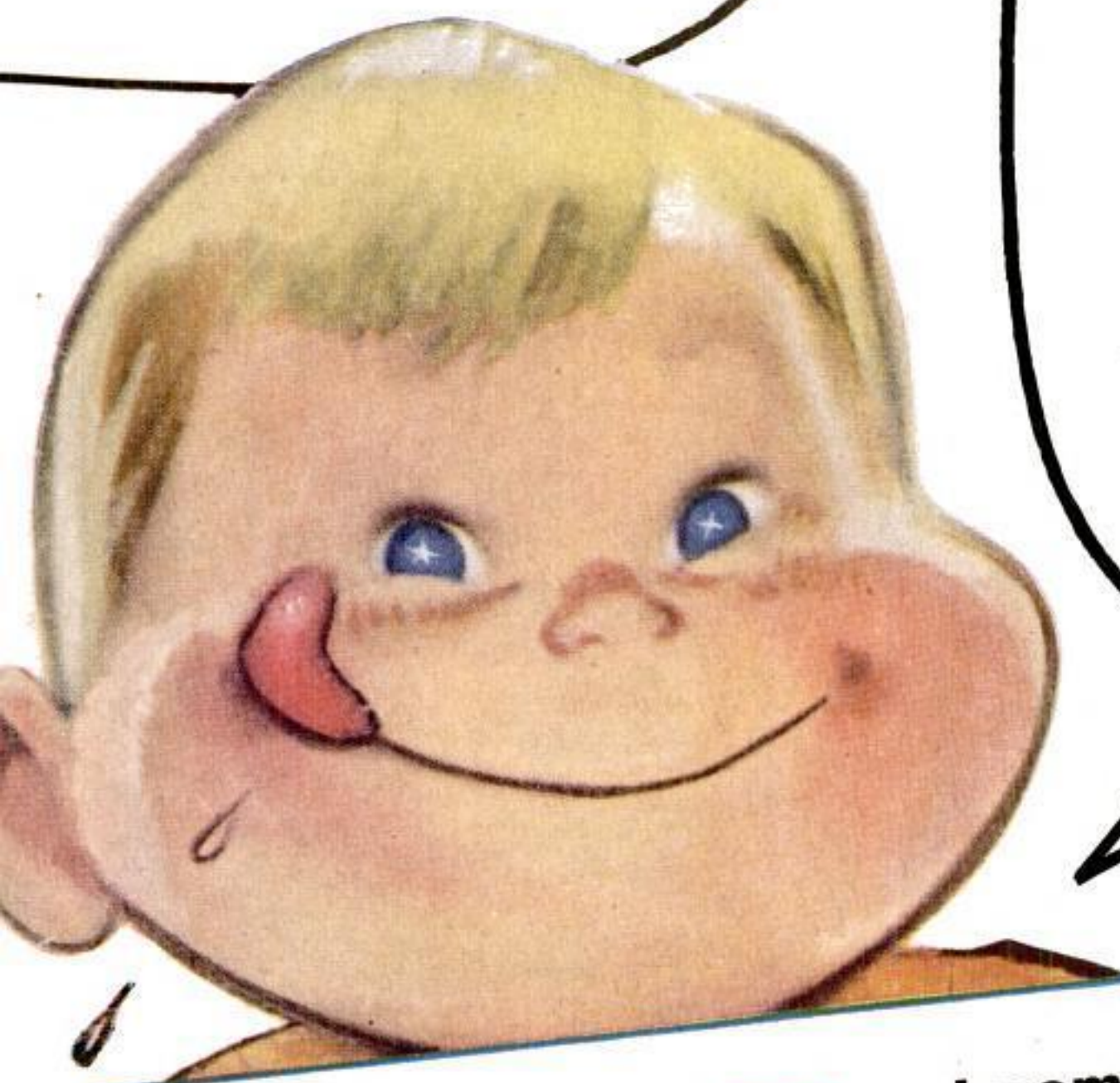


BIG VALUES FOR NOVEMBER!
Get them at your grocer's!

Products of General Foods



Prizes!



Just name us



KIDS!

FIRST PRIZE \$7,500

Income tax allowance paid on top 3 prizes!

1st PRIZE	\$7,500
2nd PRIZE	1,500
3rd PRIZE	500
10 PRIZES	50 each
500 PRIZES	10 each

513 CHANCES TO WIN CASH MONEY!

Get in on the fun! Enter the Birds Eye Kids Contest now! Just give these famous little darlings names that you think fit 'em and write a few words about why you think the names fit. Easy? It's a cinch!

DO THESE 4 THINGS:

1. Give each of the kids a name:
2. Then write why you chose the names in 25 words, or less—plus your name and address—on the entry blank in this ad (or get entry blanks from your dealer). Write down the name and address of your Birds Eye dealer, too.
3. Cut the big Birds Eye trade-mark from the face of any Birds Eye package or the top of any Birds Eye juice can.
4. Mail trade-mark and filled-in entry blank to BIRDS EYE KIDS CONTEST, P. O. Box 83, New York 46, N. Y. before midnight, December 16, 1950.

Follow these simple rules:

1. Select one name for each of the three Birds Eye "Kids" (making a total of three names). Then, in 25 additional words, or less, complete the following statement: "I suggest these names for the Birds Eye Kids because . . ."
2. All entries must be mailed to Birds Eye Kids Contest, Post Office Box 83, New York 46, New York, and be postmarked not later than midnight, December 16, 1950, and received before December 26, 1950.
3. Use the entry blank in this advertisement, or the entry blank provided by your grocer, or one side of any sheet of paper.
4. Submit as many entries as you like. Each entry must be accompanied by the big Birds Eye trade-mark from the face of any Birds Eye package or the top of any Birds Eye juice can. Be sure to include the name and address of the store where you purchased the Birds Eye product. All entries must be original work of

- the contestants submitted in their own names.
5. This contest is open to everyone in continental United States, except employees of the General Foods Corporation, its subsidiaries, their advertising agencies, and members of their immediate families.
6. All entries must bear sufficient postage. Entries with inadequate postage will not be considered.
7. Cash prizes, as listed elsewhere in this advertisement, will be awarded to the contestants whose name selections are considered most appropriate, original and suitable for use in Birds Eye advertising, and whose statements are most sincere, logical and apt, in the opinion of the impartial judging staff of the Reuben H. Donnelley Corporation. Decisions of the judges are final. Duplicate prizes in the event of final ties. No entries will be acknowledged or returned. All entries become the property of the General Foods Corporation to be used as it sees fit. This

contest is subject to all Federal and State regulations.

8. The winner of each of the first three prizes will be awarded an additional sum to pay or apply on income tax on his or

her prize. This additional sum will be 15% of the prize awarded to each winner.

9. All winners will be notified by registered mail as soon as possible after the close of the contest. Send stamped, addressed envelope if you wish to receive a

complete list of winners. The General Foods Corporation will decide whether or when to announce any winning names of the Birds Eye Kids.

Enter NOW! . . . Contest closes December 16, 1950.

Birds Eye Kids Contest • P. O. Box 83, New York 46, N. Y.

(Finish this sentence with 25 words, or less)
I propose these 3 names because _____

My Name _____

My Address _____

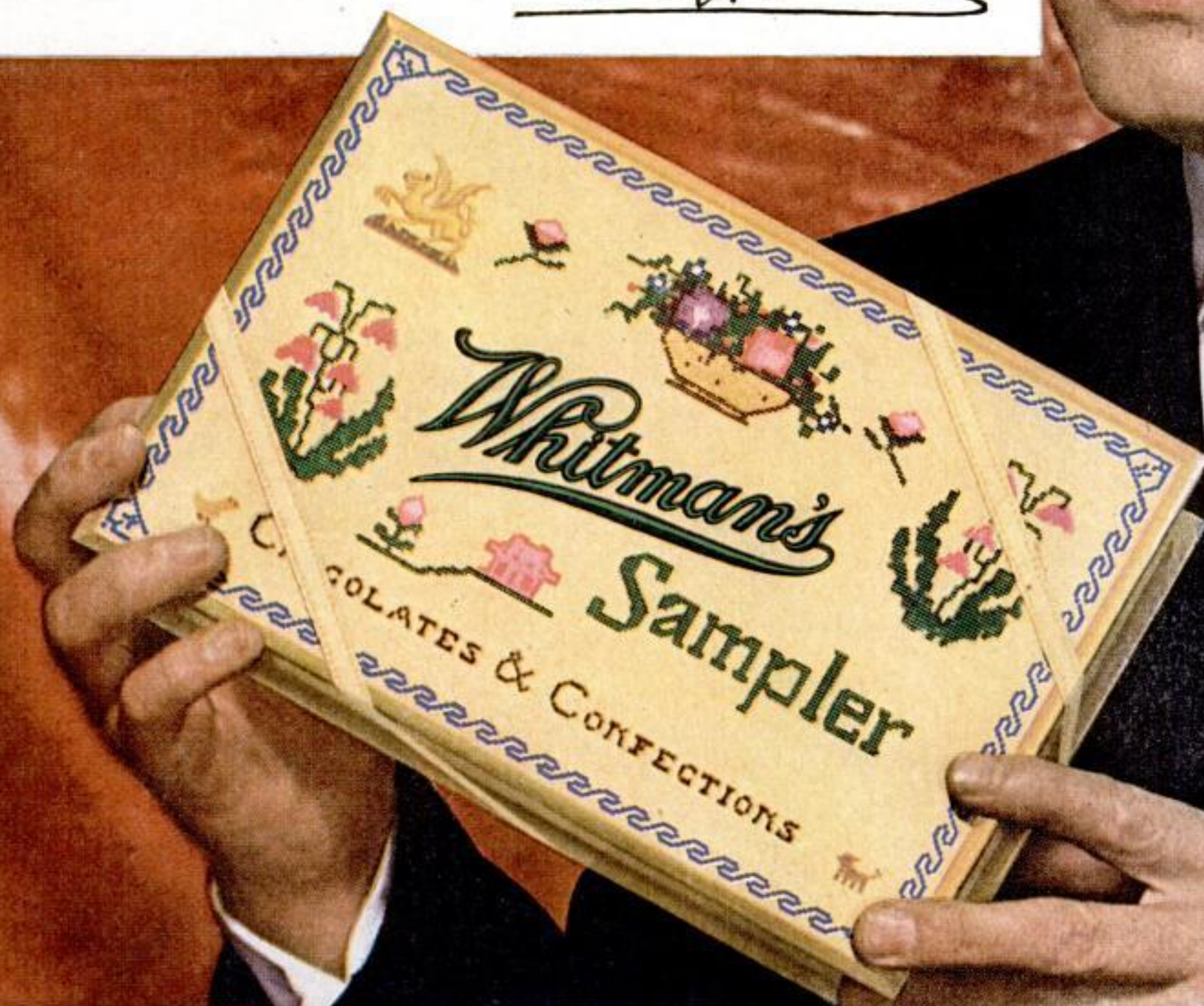
City _____ State _____

Dealer's Name _____

Street _____ City _____

"Here's how
I Remember!
Why don't YOU?"

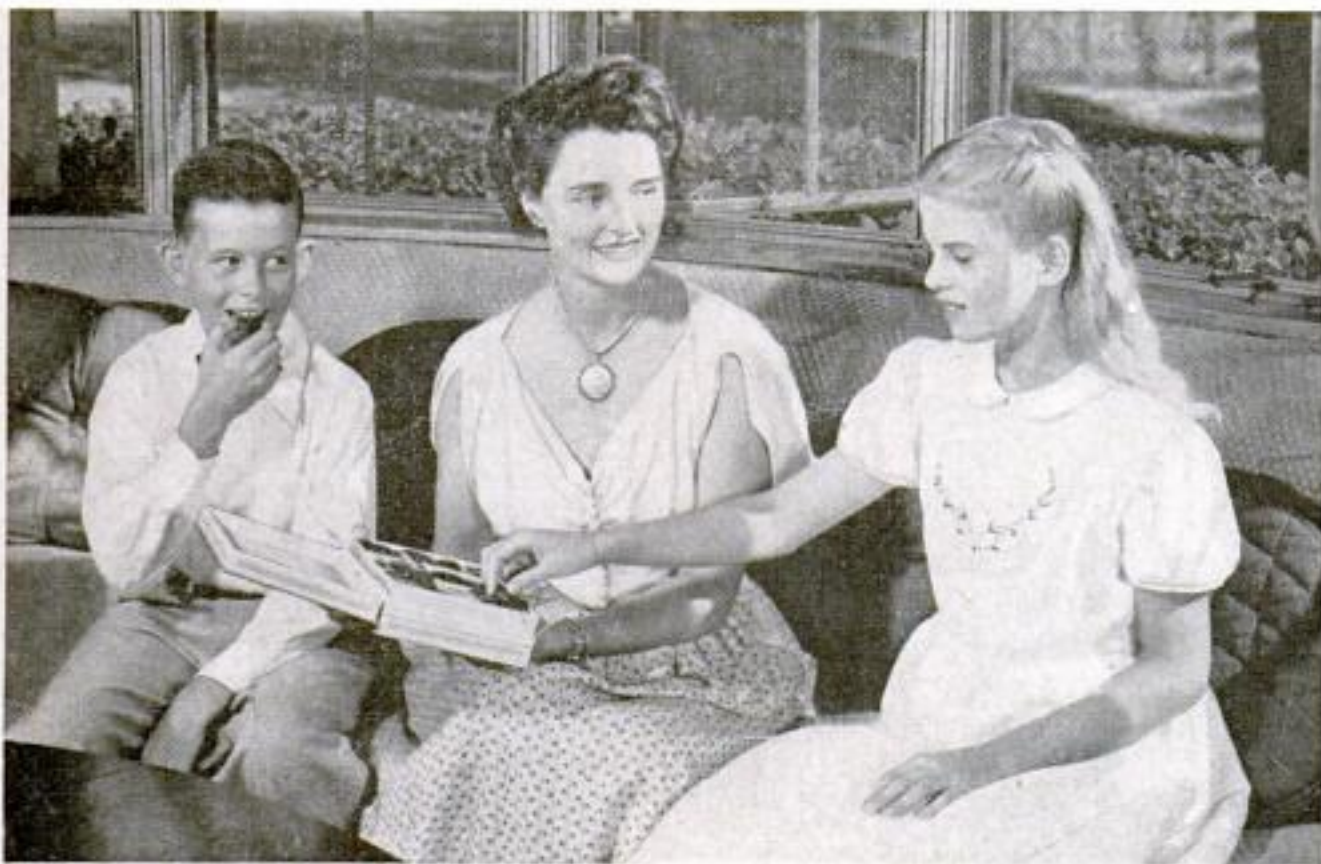
Bob Hope



BOB HOPE
starring in
"FANCY PANTS"
a Paramount Picture.
Color by Technicolor.

"Here's No. 1 On MY List—HOME!"

It's so Easy to be Thoughtful
—with a Sampler!



Says Mrs. Hope: "Bob's phone calls and Samplers and little notes mean much to me—and to the children, Linda and Tony and even little Nora and Kelly. He's awfully busy when he's on the road, but when he sends a Sampler, we know he's thinking of us. And he knows it's the favorite candy we enjoy here in our own home!"

Ever notice how the *busiest* people often turn out to be the most *thoughtful*? That's because they know it pays to remember. There's no better way to say what's on your mind—or in your heart—than with a Whitman's Sampler. The world's finest assortment of chocolates, in the box beloved of three generations, can speak for *you*, too—time after happy time! There's a Whitman dealer near you.



COPR. 1950, STEPHEN F. WHITMAN & SON, INC., PHILA.

A WOMAN NEVER FORGETS THE MAN WHO REMEMBERS

WILL WE GO TO SLEEP AGAIN?

If anybody dozes, here is a formula for spotting the symptoms

A few weeks ago, just when it was becoming apparent that the U.S. troops were going to give the North Koreans a licking unless Stalin wanted to order up the reserves and start World War III, a congressman delivered this opinion to a group of friends:

"If I were Stalin, I'd write off Korea and then sit back and twiddle my thumbs. The U.S. people are stirred up right now and in our present mood we'd be hard to handle. But what if nothing happens after Korea? Somebody's going to start wondering why he should pay all those taxes, and a lot of wives are going to begin wondering why their husbands should be in a camp 2,000 miles away. People will start asking what the fuss is all about—and I wouldn't be surprised if we went right back to sleep again."

Well, maybe. The U.S. did go to sleep after World War II, and Korea caught us barefoot and in our pajamas. But this time we seem pretty determined to stay awake. It won't be easy, of course, and from time to time there are bound to be some cat nappers. The U.S. has never liked war or the preparation therefor, and what we really want more than anything is to be left alone to build our bridges, tend our shops and go fishing over the weekends. But most of us do know how to face up to the facts when we see them. The real question after Korea is this: if we start to doze off without knowing it, how can we recognize the symptoms?

Before we try to answer, let's get the record straight on why we went to sleep after World War II. The first big error was that we brought the troops home too fast, leaving too much equipment to rot behind. The second big error was that we were unwilling to spend the money, pay the taxes, do without the automobiles or provide the draft-bait that would have kept our military establishment at decent strength.

Yet most of us made the mistakes in all good faith. When the war ended, our public officials were assuring us that Stalin's Russia was a good and great friend. Later the man in the street was led to believe by the way Secretary of Defense Johnson talked that Washington was creating all the military force we needed.

Things are different now. Nobody in Washington is talking about "Good Old Joe." Johnson has given way to General Marshall, a man who likes to talk little and do much, and President Truman says that this time there will be no lull. We have the word now from the horse's mouth. The government, like us, has recognized many of its mistakes. We can hope that it will tell us the truth from now on.

To get back to that big question, which is: how can we recognize the symptoms if we start to doze off? LIFE believes that the politicians are inclined to be afraid of shadows, and often pay more attention to the citizen's gripes, which are just an old American

custom, than to what he is really willing to do. We are a lot more worried about Washington than we are about Peoria, and we believe that the first snore will come, if at all, from the capital.

Fortunately, we have a yardstick. The Joint Chiefs of Staff, who have been more right than anybody else during the muddle, have their program. They believe that Korea, at its terrible cost, has become an asset for the future. It tested our equipment, some of which was found lacking, and it gave us a cadre of perhaps 100,000 combat-hardened soldiers to train our draftees for whatever may come. If we do not have to do any fighting after Korea the Joint Chiefs believe we can accomplish the following:

By next June, have:

An Army of a million men, with 12 divisions plus four full-strength National Guard divisions.

A Navy of a half million, manning 941 ships.

A Marine Corps of 166,000, with two ready and able divisions and 18 air squadrons.

An Air Force of 700,000 men and 58 groups.

By sometime in 1952, have a military establishment which is just about all the Joint Chiefs think we can achieve without all-out mobilization:

An Army of 18 divisions and 1.4 million men.

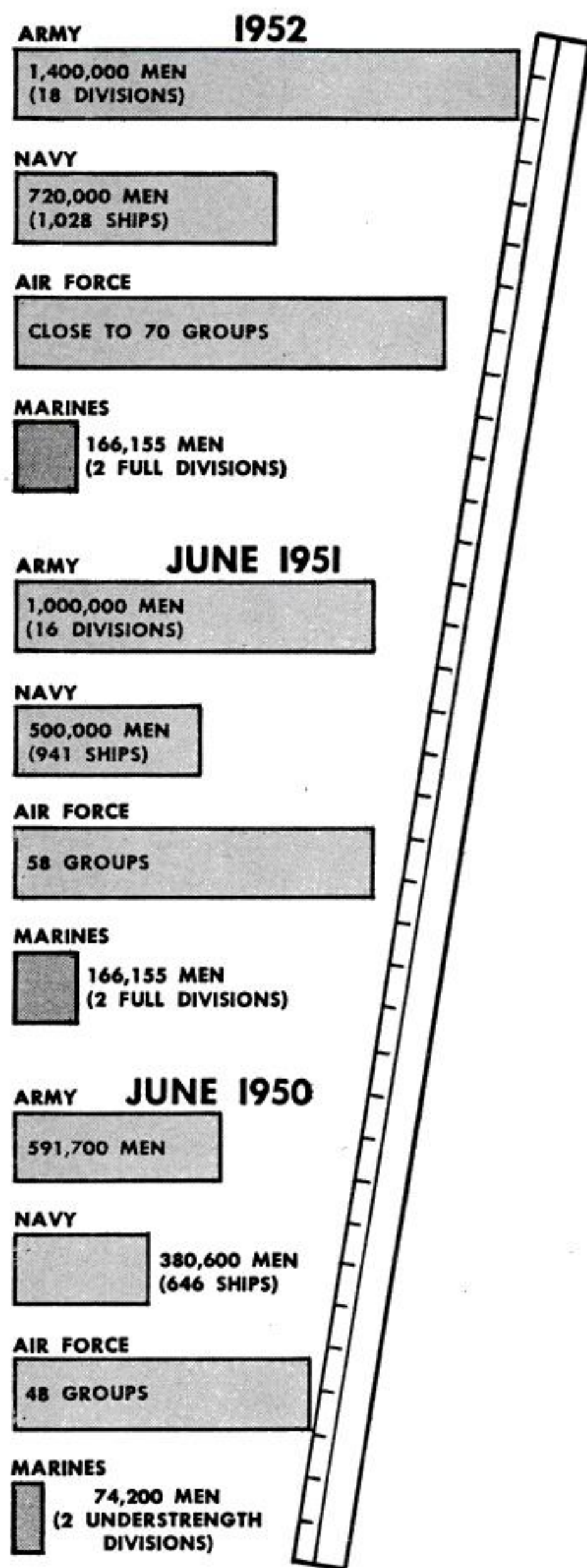
A Navy of 720,000 men and over 1,000 ships.

A Marine Corps of at least next June's size and combat efficiency.

An Air Force of close to 70 groups, building up to 95 groups as fast as production of new planes will permit.

To meet this program we will have to draft men at a rapid clip. Congress will have to provide a lot more money, and the President will have to see that the contracts are let and the materials provided. We will all have to pay for it in one way or another. But LIFE believes that this is the only realistic yardstick. You can judge for yourself whether the figures next June and in 1952 measure up, and the comparison will tell you how awake or how asleep we are.

In the meantime if the politicians start any agitation for the Army to release its veterans of Korea or its National Guardsmen, you can be sure the cat napping has begun—because we need these men above everything else as the hard core of our new military force. If the draft is allowed to fall below 750,000 a year, or if any war contracts have to be delayed because the materials are going into race tracks instead of weapons, you can be sure that someone's head is nodding. The veterans of Korea deserve, more than anyone else we have right now, the right to choose their own futures—but they happen also to have become indispensable men. New ice-boxes and new houses are much nicer than tanks—but unfortunately, as events of the last five years have proved, we cannot be completely comfortable and completely safe at the same time. A bed is a fine thing—but not when the house is being bombed.



YARDSTICK FOR SAFETY

This is a chart of what the Joint Chiefs of Staff believe the U.S. can accomplish in building up its military strength in the next two years. LIFE publishes it as the best possible blueprint of our—and Washington's—post-Korean duty.

Miss
**LOOK-
BEFORE-
LEAPING...**

Miss
**HOPE-
FOR-THE-
BEST!**

**LOOKING IS THE ONLY
WAY TO BE SURE!**

You can be sure a cotton is truly safe from the woes of shrinkage when you see that word "Sanforized."

Remember, if a cotton can *really* be called "Sanforized," it will say so **PROUDLY** on the label. And if it doesn't . . . why *buy* trouble?

Whenever you shop for cottons, demand to be shown that "Sanforized" trade-mark. Be sure you see it on every cotton you buy.

Dresses • Slips • Nightwear • Piece Goods
Children's Clothes • Play Clothes



Make even your favorite salesgirl
show you *Sanforized* on the label!

•SANFORIZED•

TRADE © MARK

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



STIMSON GIVES HIS VIEWS TO THE SENATE COMMITTEE BEFORE BEING CONFIRMED AS F.D.R.'s SECRETARY OF WAR

A GREAT STATESMAN DIES AT 83

Henry L. Stimson fought to preserve peace but helped to wage two wars

Six Presidents called Henry L. Stimson to the service of his country. In 1905, when he was 39 and already a successful corporation lawyer, Theodore Roosevelt made him a trust-busting federal prosecutor. Taft appointed him Secretary of War. Mr. Stimson reorganized the under-manned Army and supervised the building of the Panama Canal. When that Army took the field in World War I, Stimson fought with it as an artillery lieutenant colonel—a title he greatly prized. For Coolidge he went to the Philippines as governor general. As Hoover's Secretary of State he tried to rally his countrymen and the world against Japanese conquest of Manchuria. The world ignored his warning and the Japanese defied him, but he lived to organize their ultimate defeat. A lifelong Republican, he responded

instantly at the age of 72 to the call of a Democratic President in 1941. As Roosevelt's Secretary of War he was a man of almost terrifying integrity, who awed the military giants who worked with him. In 1945 Truman called him for his most fateful counsel: he advised Truman to use the atomic bomb. Of this decision he wrote later, "My chief purpose was to end the war in victory with the least possible cost in the lives of the men in the armies which I had helped raise. . . . No man could have failed to use it and afterwards looked his countrymen in the face." On Friday last week Mr. Stimson went for a drive along the autumn-hued roads of Long Island's North Shore. He became ill, was driven home and helped into his living room. There, at the age of 83, a great American was finally released from active service.



WITH T.R. he was shown by cartoonists being announced as Roosevelt choice for New York governor.



UNDER TAFT he was War Secretary. In 1929 Taft, as Chief Justice, swore him in as Secretary of State.



FOR COOLIDGE he mediated the civil war in Nicaragua, then served as the Philippines governor general.



WITH HOOVER, Stimson, as Secretary of State, fought vainly to stop Japanese aggression in Manchuria.



WITH F.D.R., who made Stimson Secretary of War in his coalition cabinet, he inspects Army maneuvers.

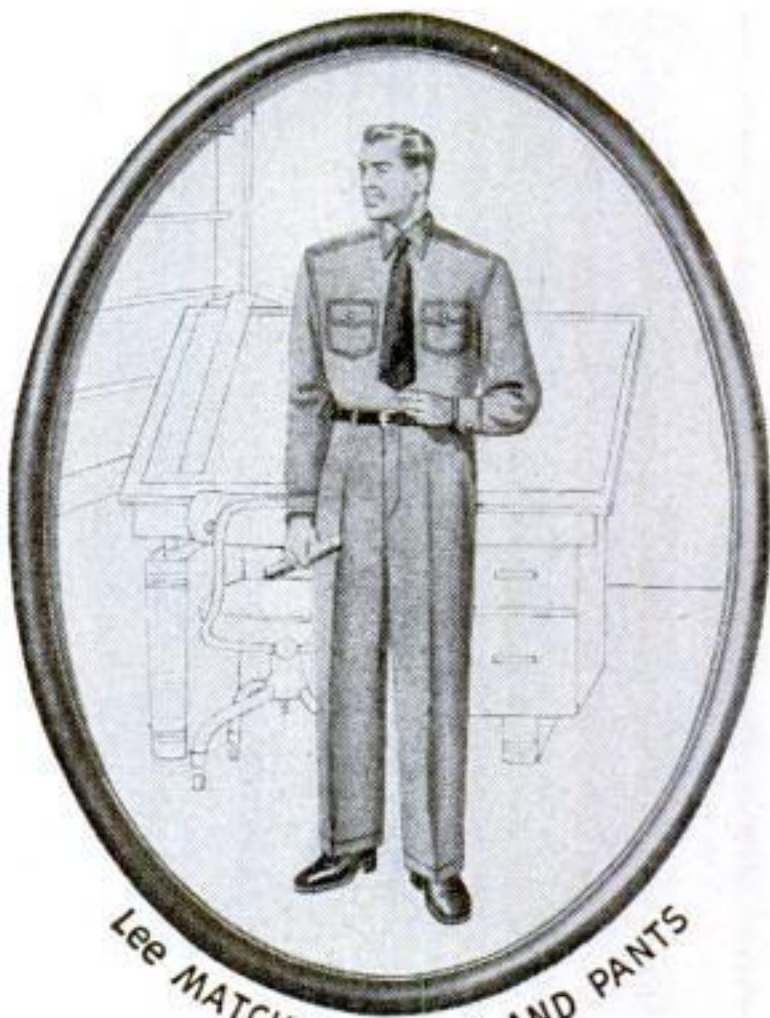


WITH TRUMAN, Stimson stands proudly with wife as President gives him Distinguished Service Medal.

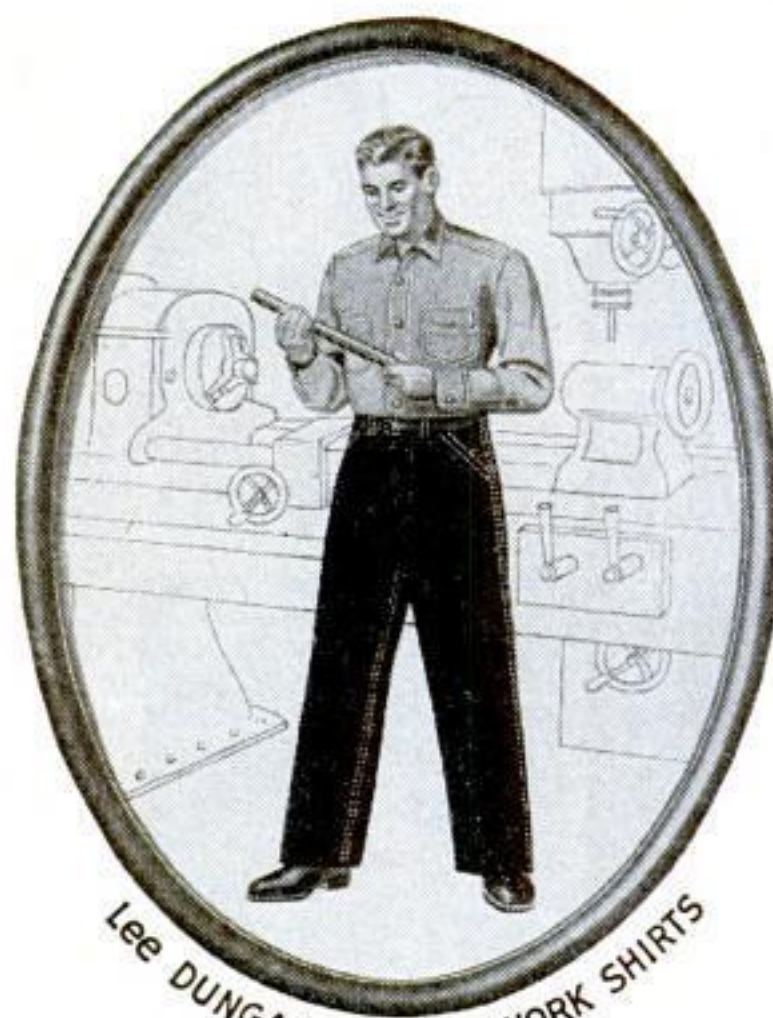
More People Wear Work Clothes Bearing a Lee Label *than any other brand!*



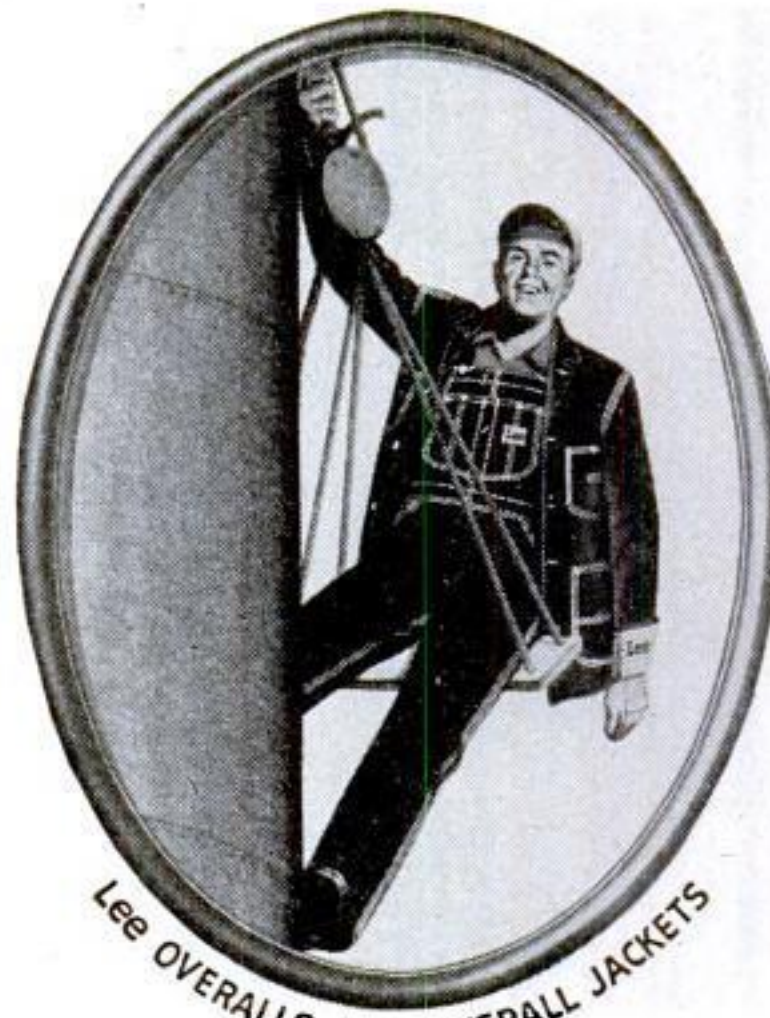
Lee RIDERS (GENUINE WESTERN COWBOY PANTS)



Lee MATCHED SHIRTS AND PANTS



Lee DUNGAREES AND WORK SHIRTS



Lee OVERALLS AND OVERALL JACKETS



Lee BOYS' RIDERS AND OVERALLS



Lee UNION-ALLS

THERE'S A LEE FOR EVERY JOB

THE H. D. LEE CO., INC.

Kansas City, Mo. • Minneapolis, Minn.
San Francisco, Calif. • South Bend, Ind.
Trenton, N. J.



WORLD'S LARGEST MANUFACTURER OF UNION-MADE WORK CLOTHES

COPYRIGHT 1950
THE H. D. LEE CO., INC.



IN HER 20s Miss Millay looked innocent and demure among the magnolia blossoms, but she was already a fine writer and a girl after Rabelais' own heart.

A GREAT POETESS DIES AT 58

*Cut if you will, with Sleep's dull knife,
Each day to half its length, my friend,
The years that Time takes off my life,
He'll take from the other end!*



IN HER 50s she was worn and tired, did little writing.

On Oct. 19, Time called abruptly on Edna St. Vincent Millay at her farm home in Austerlitz, N.Y. and left the poetess crumpled up ungracefully at the foot of the staircase, dead of a heart attack at 58. According to insurance company actuarial tables, Miss Millay did indeed have some 10 years to go, but she had already lived more lives than Time usually allows.

Born in Maine into a family that should by all rights have been primly Puritan, she began to write lyric and suspiciously carefree poetry before she was 14. At 20 she published her first great work, *Renaissance: All I could see from where I stood Was three long mountains and a wood . . .*

At 25 she moved into New York's Greenwich Village—"a frivolous young woman with a mouth like a valentine," Novelist Floyd Dell called her—and began a life that some people thought was at least riotous, radical and immoral. However her poetry was good enough to win her the Pulitzer prize (*The Harp-Weaver*, 1923) and to sell remarkably well. She became an actress briefly, went to France, envied by countless young women who wanted but did not dare to be like her. In 1923 Miss Millay married one of her innumerable suitors, Businessman Eugen Jan Boissevain, and a few years later settled down in Austerlitz, where she became as tranquil as she had once been uproarious. One of the finest writers America has produced, she left behind 16 books of poetry, six plays, many short stories and the libretto for an opera. She also left four short lines singularly appropriate for herself:

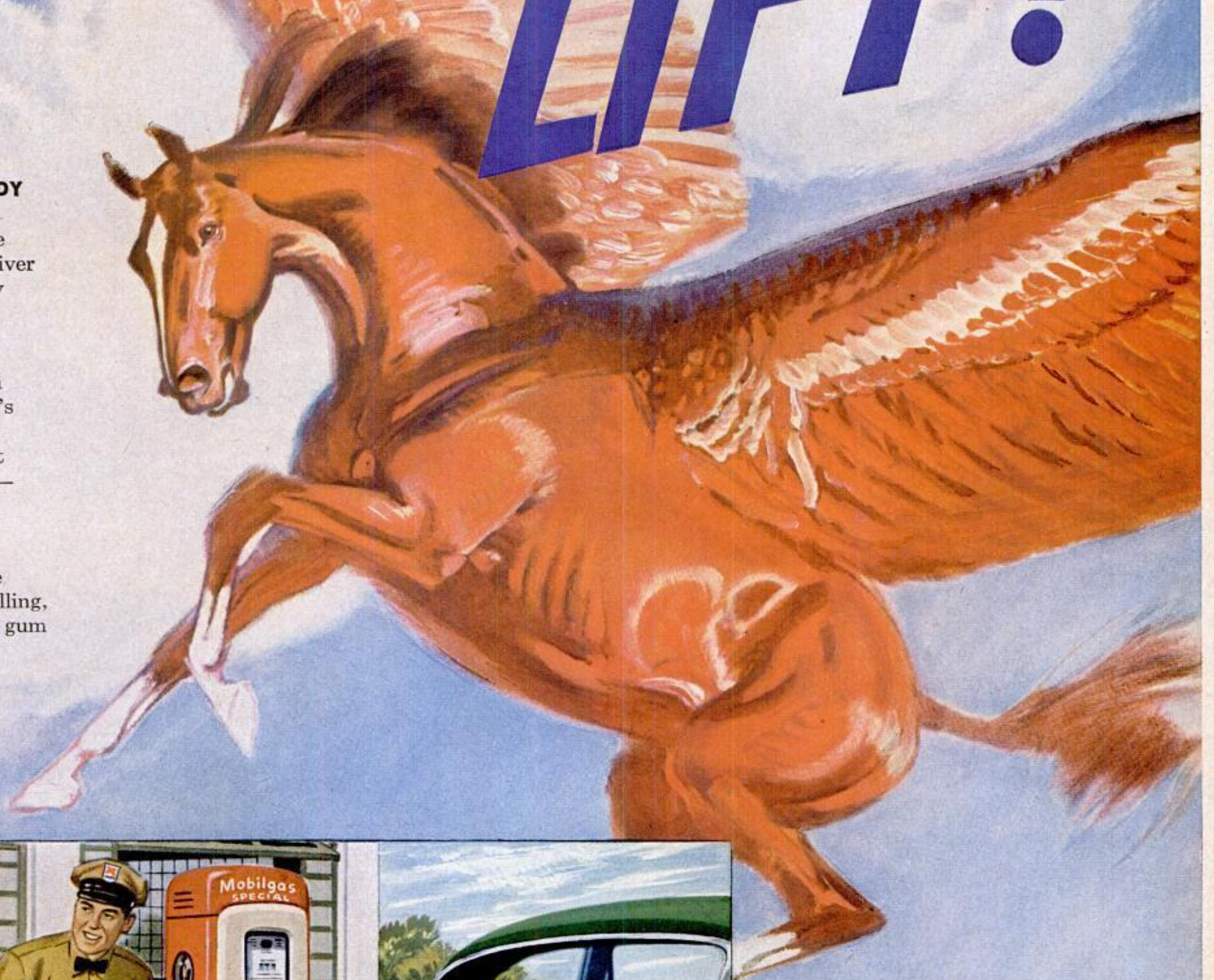
*Oh, there will pass with your great passing
Little of beauty not your own,—
Only the light from common water,
Only the grace from simple stone!*

GIVE YOUR CAR A *Flying Horsepower* **LIFT!**

SMOOTH, READY POWER on hills, in traffic! Here's gasoline that's designed to deliver what all motorists say they want!

EXCEPTIONAL ECONOMY—You can improve *your own* car's mileage if you'll use Mobilgas Special—get Mobil-Care regularly—and drive carefully!

TROUBLE-FREE PERFORMANCE—fine protection against stalling, excessive dilution and gum troubles! Why accept anything less? Get Mobilgas Special, America's Favorite!



Continually **NEW***
Mobilgas Special

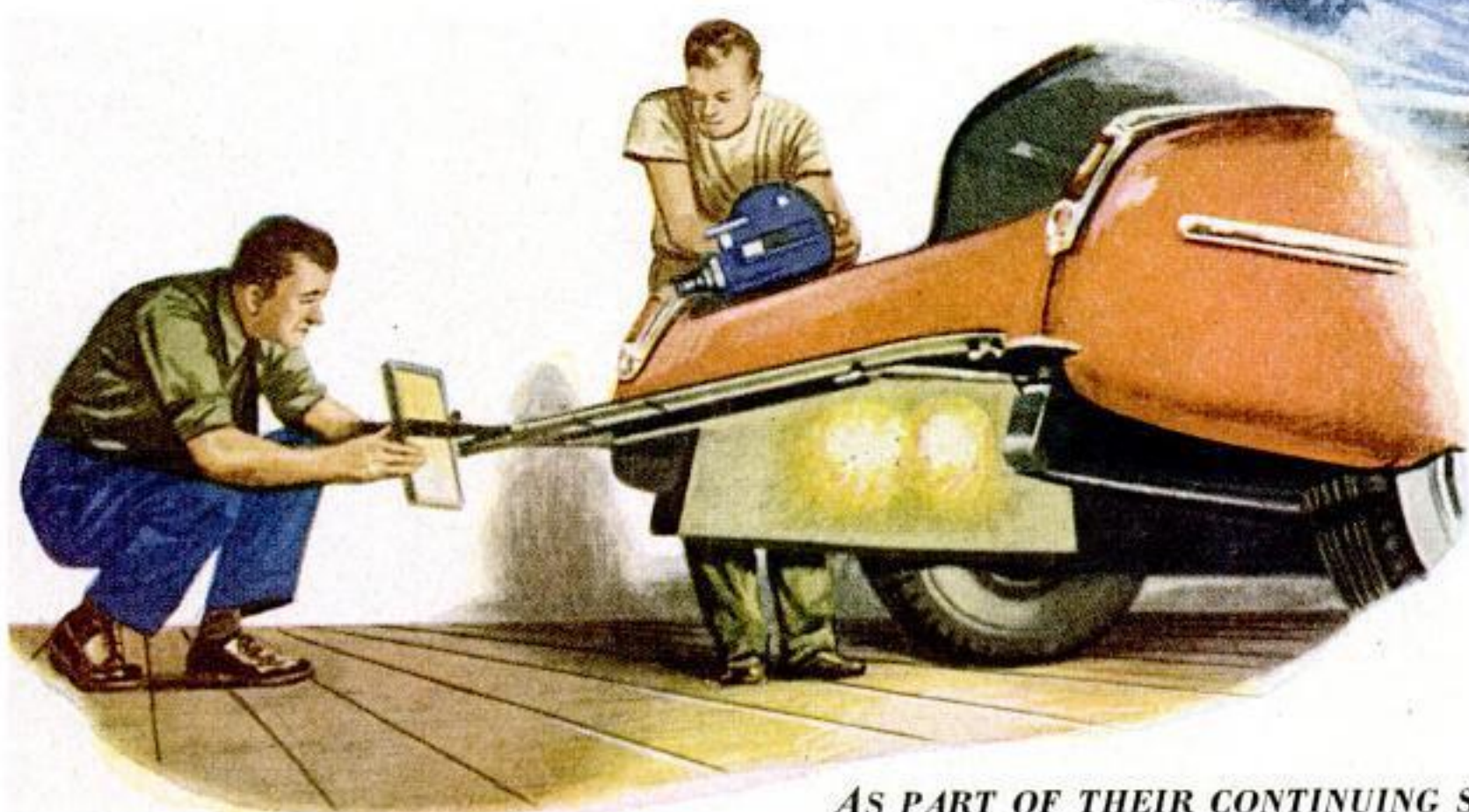
* **17 TIMES NEW**—that's Mobilgas Special—17 different improvements in gasoline quality just since the war—based on continuous Consumer Surveys, Vehicle Requirement Surveys, New Car Testing!



SOCONY-VACUUM OIL CO., INC., and Affiliates: MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.

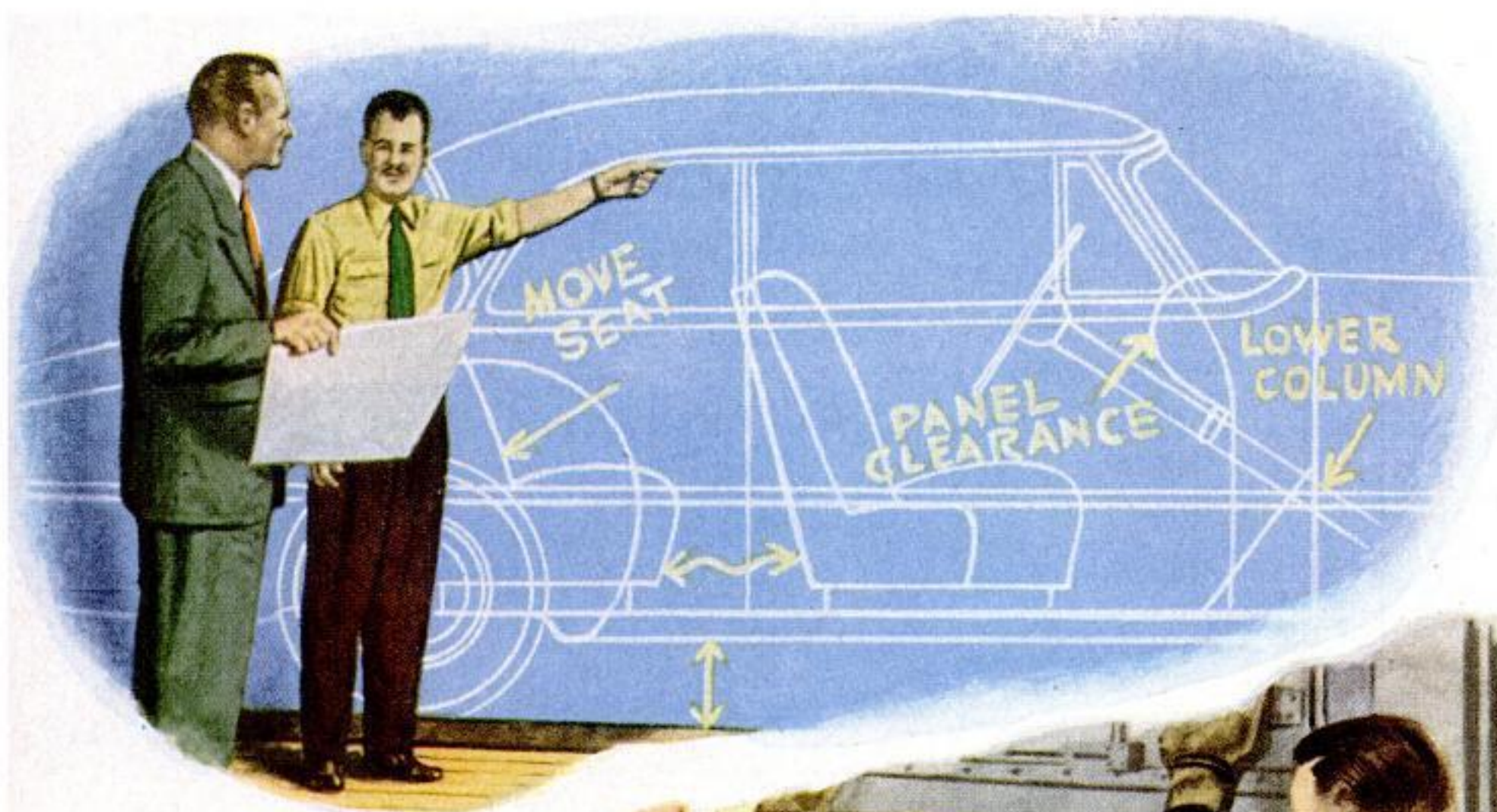


SEARCHING ALWAYS FOR FACTS to help build better cars, GM engineers and production men run all makes of automobiles at the GM Proving Ground—through all kinds of weather, on all surfaces, day and night.



AS PART OF THEIR CONTINUING STUDY of comfort, GM engineers "watch" springs' behavior in action—through the eye of an ingeniously-mounted motion picture camera.

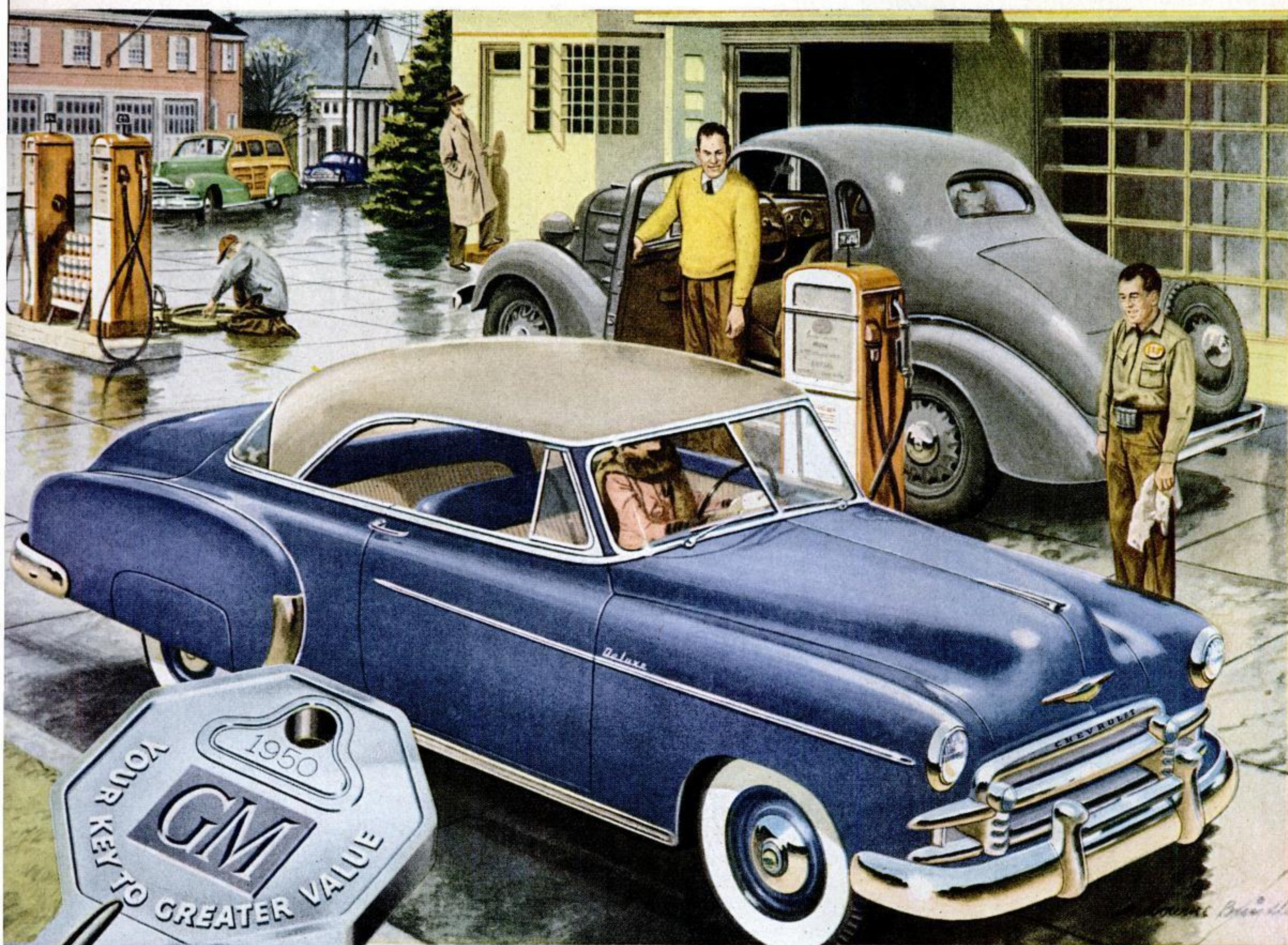
GM STYLISTS AND BODY ENGINEERS keep working out ways to make cars roomier—ingeniously manage to add space to already spacious interiors.



Key



AIDED BY GM RESEARCH in the fine skill of shot blasting—hammering metal with a high-speed stream of metallic shot—GM production learned how to give longer life and greater strength to highly stressed parts such as gears, springs, shafts and spindles—without adding weight.



to growing value

Wherever new car meets old in America, you see the pay-off of a job that never ends. It is a very American job, rooted in discontent with things-as-they-are, based on steady progress.

Such is the drive that spurs General Motors research men and stylists in their probing into the future. It prods engineers, too, so that no ounce of metal is too small to be overlooked.

And it is the force that drives production men to the

efficiency which makes growing value a real and solid thing.

Because of the efforts of these GM men, you can easily measure the progress of just a few years. Engine performance, styling, comfort, roominess, automatic drives, safety—all these are far ahead of the things you knew a comparatively short while ago.

And because these GM men *never* stop trying to make cars better, the key to any GM car is the key to greater value in its class. Any dealer in GM cars will be glad to demonstrate.

THE KEY TO A GENERAL MOTORS CAR

Your key to
Greater Value



"MORE AND BETTER THINGS FOR MORE PEOPLE"

GENERAL MOTORS

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • BODY BY FISHER • GMC TRUCK & COACH

Hear HENRY J. TAYLOR on the air every Monday evening over the ABC Network, coast to coast.



For the "Traditional" Home
The rich pencil-stripe walnut and graceful lines of this combination make it "at home" with all fine furnishings.
MODEL 17F2...16 in. TV combination



For the "Modern" Home
Match your modern furnishings with the stunning simplicity of this limed-oak combination.
Space-saving center hinged doors.
MODEL 17F3-B...16 in. TV combination



OWN A MOTOROLA...AND YOU KNOW YOU OWN THE BEST

Motorola TV

3 BEAUTIFUL NEW TV-RADIO-PHONOGRAPH COMBINATIONS

A trio of gorgeous, off-the-floor combinations, one of which will lend a new accent of beauty to *your* fine home. New 16-inch rectangular pictures... trouble-free performance... 2 simple controls and Bilt-in-Antenna. FM/AM radio... 3-speed phono. See your Motorola dealer. You'll find the prices are surprisingly low.

For the "Period" Home
"18th Century" beauty with an authentic, pedestal-type base. This rich, hand-rubbed mahogany cabinet will lend distinction to the finest home.

MODEL 17F4...16 in. TV combination

See your classified directory for the name of your nearest Motorola dealer.

Specifications subject to change without notice



there's a Motorola to fit your budget . your home . your family

MOUNTAIN MAN HUNT

FBI plays a realistic game of hide-and-seek with Colorado sheriffs to show them approved method of tracking down a murder suspect

In Boulder, Colo. last month sheriffs and small-town policemen from Colorado were attending an FBI school in modern crime detection, part of a program which FBI agents carry on throughout the U.S. to help train local police. Suddenly they got a hot assignment. A forest ranger on nearby Flagstaff Mountain telephoned to say he had run across a suspicious-looking stranger near a remote mountain cabin. From his description the FBI instructors identified him as a man wanted for murder and asked the sheriffs to organize a man hunt.

With FBI coaching, the police quickly cased the area around the cabin, planned their route of approach to it so that none of them would get involved in cross fire during the attack and stationed some of their men in the mountain ravines to plug up the suspect's avenues of escape. Then, with machine guns and tear gas,

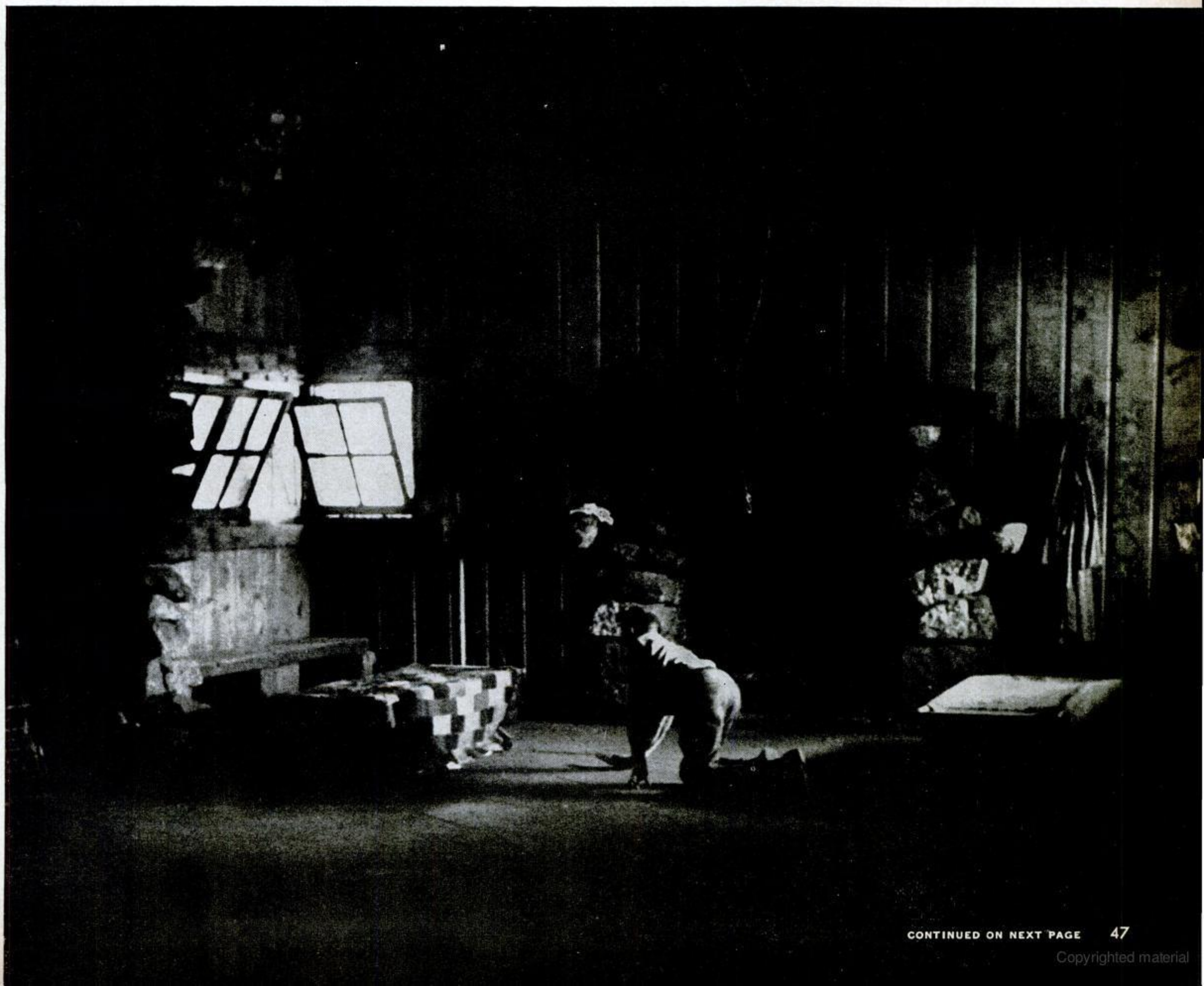
the police sneaked up on the stranger's cabin (right) so successfully that he did not know they were coming until they got within 100 yards. They shouted for him to come out and to give himself up. When he failed to obey they rushed the cabin after a barrage of tear gas and broke in to find him hiding under the bed.

As they had known all along, the man they captured was not a criminal at all. He was one of their FBI instructors. The entire case, including the murder evidence, the clues and the tip from the ranger, was set up by the FBI as a field problem to give the local police a chance to show what they had learned from their classroom lectures. Despite this, the Colorado sheriffs, some of whom had never faced a real murderer, went about their task so earnestly (next page) that the FBI man who played the role got a realistic wound before he was led away.



SHERIFFS POSSE APPROACHES HIDE-OUT CABIN

INSIDE HIS HIDE-OUT, FBI AGENT WILLIAM ROBINSON, ACTING AS A MURDER SUSPECT, CROUCHES ON FLOOR AS POLICE CLOSE IN OUTSIDE TO CAPTURE HIM



"That's when I began to
love Cigars," say
smokers of Robt. Burns
Panatelas de Luxe.



*For Smokers
who want
The
Finest*



Robt. Burns
Panatela de Luxe

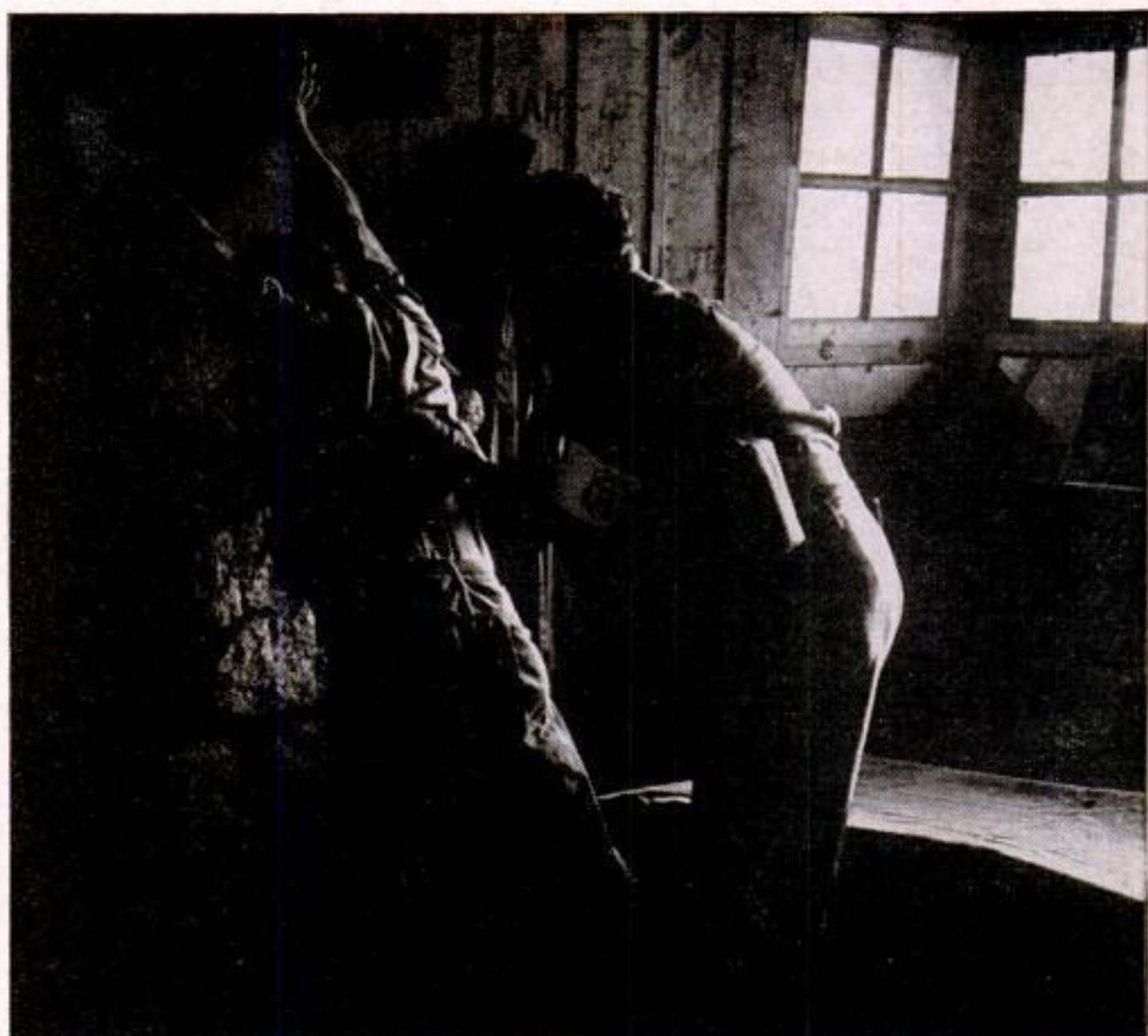
2 for 27¢

THE SOPHISTOCRAT OF CIGARS

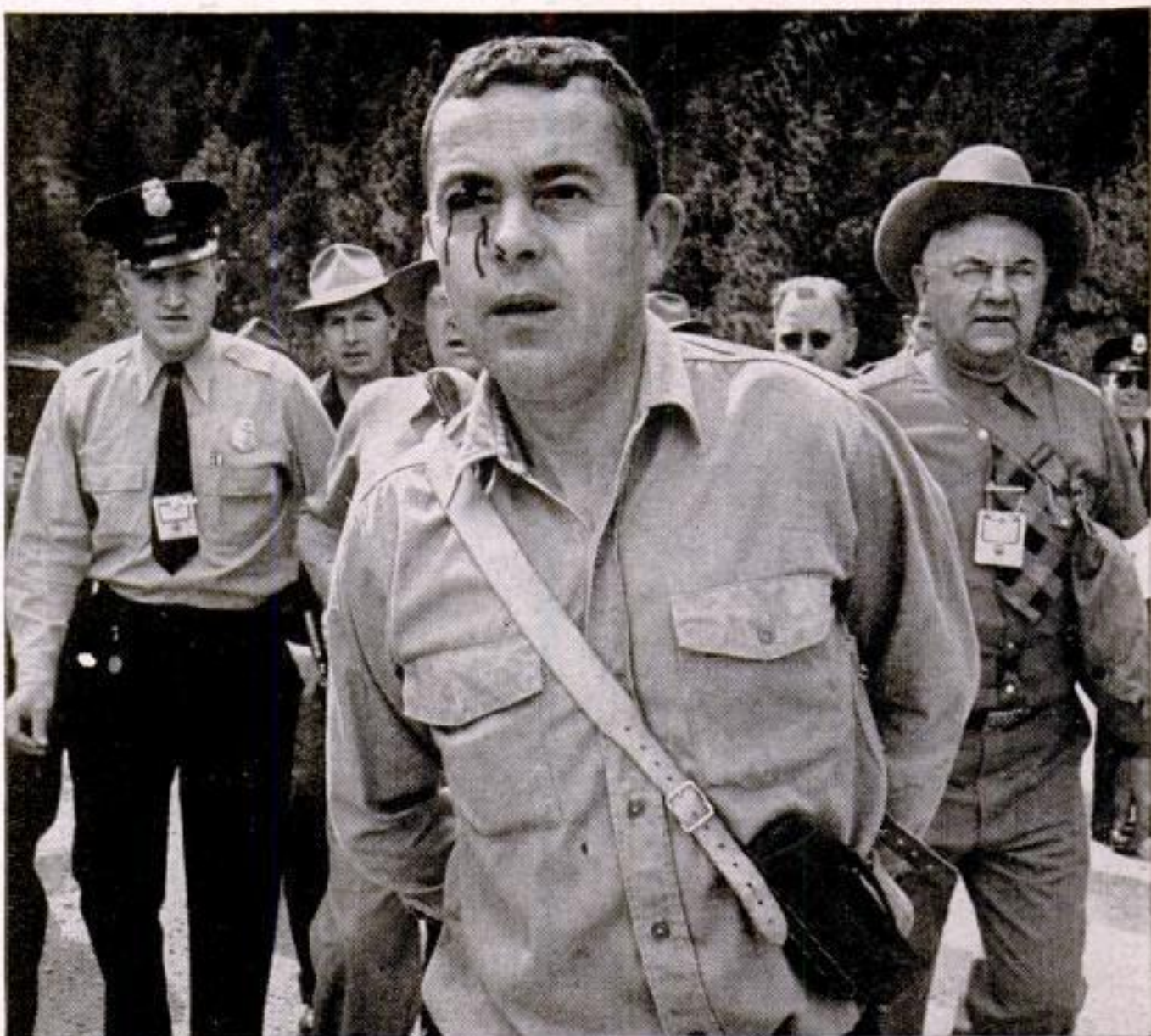
Man Hunt CONTINUED



GETAWAY CAR parked in mountain ravine by suspect is immobilized by police who tamper with distributor before closing in on the hideaway cabin.



CAPTIVE IS FRISKED in cabin by a posse member who shows how to immobilize criminal during search by making him lean off-balance against a wall.



TOTALLY SUBDUED by handcuffs and bleeding from scratch inflicted in scuffle, suspect is led away by captors to face grilling and a trial for "murder."



Art Linkletter

big man of radio, screen and television
links up with the

Green Giant

...to get you to ask your grocer
for the finest peas and corn
in all the land!

Art Linkletter says that folks who love fine eating haven't really lived until they've had a helping of the Green Giant's new pack of peas and corn.

What Art means is that when you open a can of Green Giant Brand peas, you're getting better peas to start with, picked at the fleeting moment of perfect flavor as only the Green Giant can do it.

And when it comes to corn, you just can't buy corn anywhere like Niblets Brand. This is the Green Giant's exclusive breed (D-138), famous for tall, tender, thin-skinned kernels.

Do like Art Linkletter says: "Reach for the cans with the jolly Green Giant on the label!"

Green Giant Company, headquarters, Le Sueur, Minnesota; Fine Foods of Canada, Ltd., Tecumseh, Ontario.

"Green Giant" and "Niblets" Brands Reg. U. S. Pat. Off. ©GGCo.



Start Laughing with Linkletter!
See the Green Giant's great new
Television Show:
"LIFE WITH LINKLETTER"
on ABC-TV Friday nights.
Check your local paper
for time and station.

Niblets whole kernel **Corn** • **Green Giant** BRAND **Peas**



THE CATHOLIC CHURCH'S NEW DOGMA:

The Assumption of Mary

A famous novelist-convert discusses his understanding of the doctrine and "the savage war around the only figure of perfect human love"

BY GRAHAM GREENE

THERE is one saint in the calendar of the Church who has never been associated with the idea of punishment: even justice is alien to her, compared with the ideas of mercy and love. She is the one whom Catholics know as Our Lady.

Yet it is around this figure that the bitterest conflict has always been waged. No statues in Puritan England were more certain to be destroyed than hers, and the same was true in Spain in the 1930s. Ministers in their pulpits may question the divinity of Christ and cause no stir outside a few country rectories—but when the doctrine of the Assumption, which has been established as a feast of the Church for more than 1,000 years, is defined as a dogma, the Archbishops of Canterbury and York claim that the division of Christendom has been widened. They believe in the Resurrection of the dead—but to suggest that an actual resurrection has already taken place seems to them blasphemous. No storm was raised when, a hundred years ago, Newman wrote: "Original sin had not been found in her, by the wear of her senses, and the waste of her frame and the decrepitude of years, propagating death. She died, but her death was a mere fact, not an effect; and, when it was over, it ceased to be." Temporally there were other issues: the Protestant churches were worried by the idea of evolution, even the age of the earth was a cause of scandal because it was believed to contradict Genesis. But the conflict of science and religion always passes sooner or later: what remains is this mysterious savage war around the only figure of perfect human love.

What is the explanation? One theologian has explained it, for our generation, as a distrust of the concrete. We are so used to abstractions. Words like Democracy and Liberty can be used in quite opposite senses without arousing attention: they go in and out of our ears like air. So with religious belief. The Supreme Being, the Trinity, the Creator of all things, such phrases may once have excited thought, but they do so no longer. Even the concrete name Christ has become so diluted, into the Great Teacher, the First Communist, and the like, that only a small amount of opposition is raised by the idea that Christ is God—it is rather like saying Truth is God. But the statement that Mary is the Mother of God remains something shocking, paradoxical, physical.

But it is from that statement that all Christianity springs. To quote Newman again, "When once we have mastered the idea, that Mary bore, suckled, and handled the Eternal in the form of a child, what limit is conceivable to the rush and flood of thoughts which such a doctrine involves?" The flood of thoughts may sometimes have taken bizarre channels, but the Church is slow and careful: tales are allowed plenty of time to wither of themselves, and there is surely small sign of impetuosity in the proclamation in 1854 of the Immaculate Conception which was already part of the accepted teaching of the Church, in the East and the West and in Africa, within a few years of the death of St. John. As for the Assumption, which even unguided human logic might detect as an essential effect of the Immaculate



Since the Vatican announced that the Pope would this week proclaim the Assumption of the Mother of God to be a dogma of the Catholic Church, the Christian world's religious leaders have debated the proclamation with much earnestness and some frenzy. To expound the venerable belief that Mary, upon her death, was taken bodily into heaven, LIFE called upon the distinguished British Author, Graham Greene (left). A convert to Catholicism, Mr. Greene has most recently been noted for his movie scenarios for *The Third Man* and *The Fallen Idol*. But the most pertinent—and perhaps most enduring—of his novels is the trilogy (*Brighton Rock*, *The Power and the Glory* and *The Heart of the Matter*) which, in a realistic projection of the worldly forces of good and evil, are woven around the central theme of personal salvation (and damnation). In this article Author-Convert Greene states his understanding of the newly proclaimed dogma of his Church.

Conception, the Church has waited longer still.

Our opponents sometimes claim that no belief should be held dogmatically which is not explicitly stated in scripture (ignoring that it is only on the authority of the Church we recognize certain Gospels and not others as true). But the Protestant churches have themselves accepted such dogmas as the Trinity for which there is no such precise authority in the Gospels. St. John wrote, "There is much else besides that Jesus did; if all of it were put in writing I do not think the world itself would contain the books which would have to be written"; and it is our claim that Tradition alone—founded on the Apostles' teaching, analyzed and reflected on through the ages

by the Church, under the guidance of the Holy Spirit promised by Christ—illuminates the full and true meaning of the Scriptures.

From the Scriptures themselves we know very little of Our Lady beyond the first appalling facts of the Annunciation and the Virgin Birth. St. Luke's Gospel is sometimes known as Our Lady's, for St. Luke gives details of the Visitation and the Birth that could only have come from Mary's account of them. St. Matthew's Gospel complements his account with the Flight into Egypt. St. John, with whom, so tradition declares, she spent the remainder of her life after the Crucifixion, tells us how Christ performed for her his first miracle at the wedding feast of Cana, how she stood at the foot of the Cross and how Christ entrusted her to the disciple whom he loved. From the Acts we learn that she was present with the Apostles in the upper room at Pentecost, and afterwards there is complete silence—a few legends, that is all. "Her departure made no noise in the world," Newman wrote. "The Church went about her common duties, preaching, converting, suffering; there were persecutions, there was fleeing from place to place, there were martyrs, there were triumphs; at length the rumor spread abroad that the Mother of God was no longer upon earth. Pilgrims went to and fro; they sought for her relics, but they found them not; did she die at Ephesus? or did she die at Jerusalem? Reports varied; but her tomb could not be pointed out, or if it was found it was open."

The empty tomb

LEGEND tells how the Apostles were suddenly gathered together round her deathbed, how they buried her and on the third day found her tomb empty, but the dogma of the Assumption does not demand that we should believe these details of her end. We are only asked to believe what the Church in historical memory has always believed, that, just as in her case the taint of original sin was never allowed to touch her ("our tainted nature's solitary boast," Wordsworth wrote), so the corruption of the body, which we believe is the effect of original sin, never occurred: she is soul and glorified body (whatever that may be) in heaven (wherever that can be found).

Scripture, tradition, legend—all these contribute either to our knowledge of Mary, or to our knowledge of how men regarded her.

← "THE ASSUMPTION" of Mary, by El Greco, shows her being received by angels as mourners discover empty tomb.

In her case, unlike that of any other saint, there is another source; she alone has consistently, throughout history up to the present day, appeared to men. There has been an undying flow of visions: she is a woman of a hundred geographical titles—Lourdes, La Salette, Carmel, Fatima, Guadalupe, Lima. The Church has never demanded that we should believe in any of these visions as an article of faith. Some of the visions, just as some of the legends, the Church has even condemned. Those regarded as worthy of credence are not confined to one continent or one race. Some go back beyond the period of proper investigation, like that of Our Lady of Walsingham in England whose shrine was visited barefoot one snowbound winter by Henry VIII and was afterwards destroyed by the same king's henchmen. The legend tells us that Our Lady appeared to a noble widow and commanded her to build a shrine after the style of her own house in Nazareth. The work went awry. During one night therefore Our Lady built the house herself with the help of angels. Of course we need give no credence to the legend as it has come down to us, but the persistence and purity of the devotion round this shrine—a devotion that touched even the skeptical Erasmus—which continues today in the pilgrimages to the restored shrine, suggests at least the possibility of some genuine vision behind the myth. Can one write so beautifully about a lie as the anonymous 16th Century author of the *Lament over Walsingham*?

Bitter bitter Oh to behold
the grass to grow
Where the walls of Walsingham
so stately did show;
Such were the works of Walsingham
while she did stand:
Such are the wrecks as now do show
of that holy land.
Level level with the ground
the towers do lie
Which with their golden glittering tops
pierced once to the sky. . . .
Weep weep O Walsingham
whose days are nights,
Blessings turned to blasphemies,
holy deeds to dispites.
Sin is where Our Lady sat
Heaven turned to Hell,
Satan sits where Our Lord did sway,
Walsingham O farewell.

Miracle on Tepayac Hill

IF the origin of Walsingham goes back into those deep medieval shadows that contrast with the clarity and lucidity of the primitive age, the vision of the Virgin of Guadalupe is established almost as exactly as the 19th Century visions of Lourdes and La Salette, or the 20th Century vision of Fatima. It was on Dec. 9, 1531, that Our Lady appeared to an Indian peasant called Juan Diego as he was climbing Tepayac Hill at the foot of which the shrine now stands, close to Mexico City. She told the Indian to carry a message to Bishop Zumarraga, that he was to build a shrine on the spot where she might watch and guard the Indians. Only two years before Mexico had fallen finally to Cortez, the country was not yet subdued, and the average Spanish adventurer would have given small welcome to an Indian peasant who said he had been addressed as "my child" by the Mother of God. Zumarraga himself refused to credit the story, and when the Virgin appeared again to the Indian at the same place, he asked her to send a Spaniard with her message whom the Bishop would trust. But the Virgin sent him back and this time the Bishop asked for a sign. For the third time Diego listened to the Virgin, who told him to return next day and she would give him the sign for which the Bishop asked. But next day Diego's uncle was very ill and he forgot—or more likely the immediate *fact* of the dying man seemed more important, more true, than a vision he may himself have discounted when the Bishop talked full of the wisdom and the slowness and the sane skepticism of the Church authority. On Tuesday, Dec. 12, Diego had to return to Tlaltelolco to fetch a priest for his dying uncle, but he was afraid of that particular stony path he associated with his vision and took a different way. But he could not escape so easily. The Virgin blocked his new path too. She told him his uncle was already well and directed him to go to the top of the hill and gather roses from the rocks. He did as bidden, presenting the roses to Our Lady who, having touched them, returned them to him to take to the Bishop. Diego wrapped them in his serape, and when

CONTINUED ON PAGE 55

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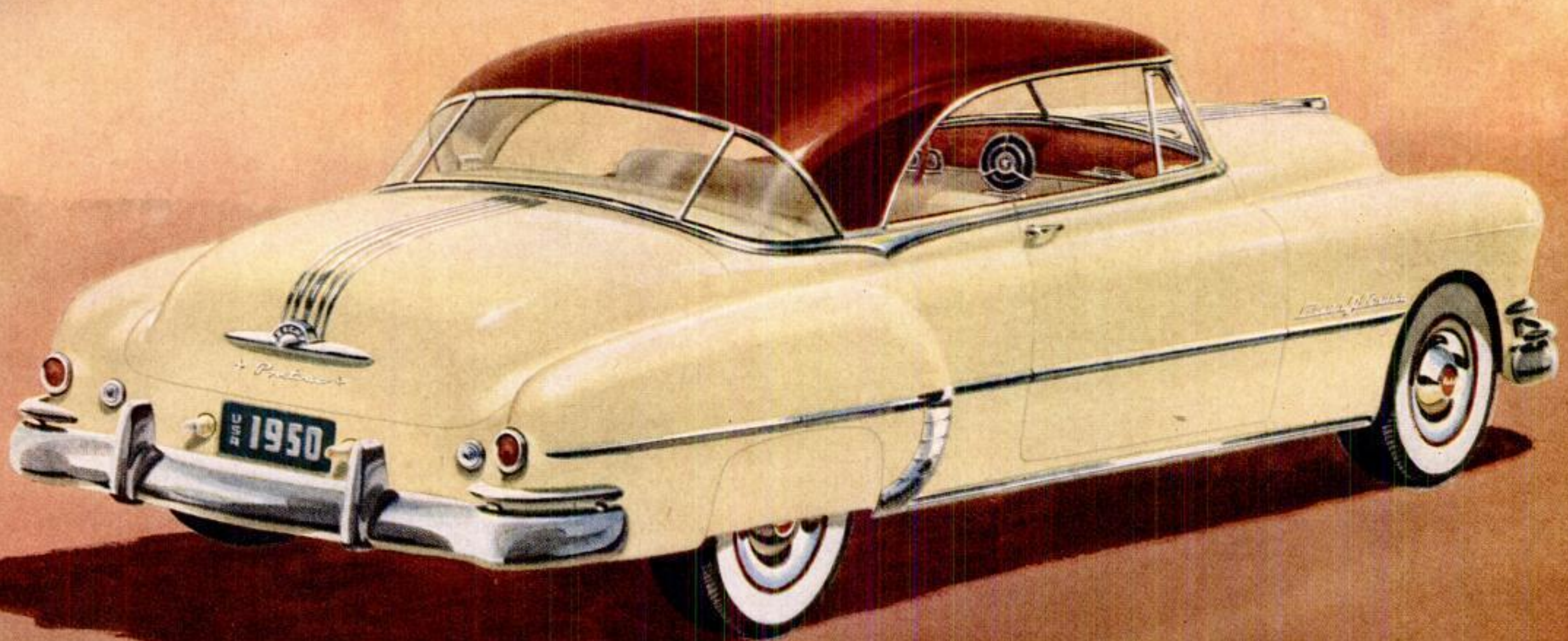
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AT GUADALUPE, Mexico the Virgin imprinted on a serape hangs over altar.

THE ASSUMPTION CONTINUED

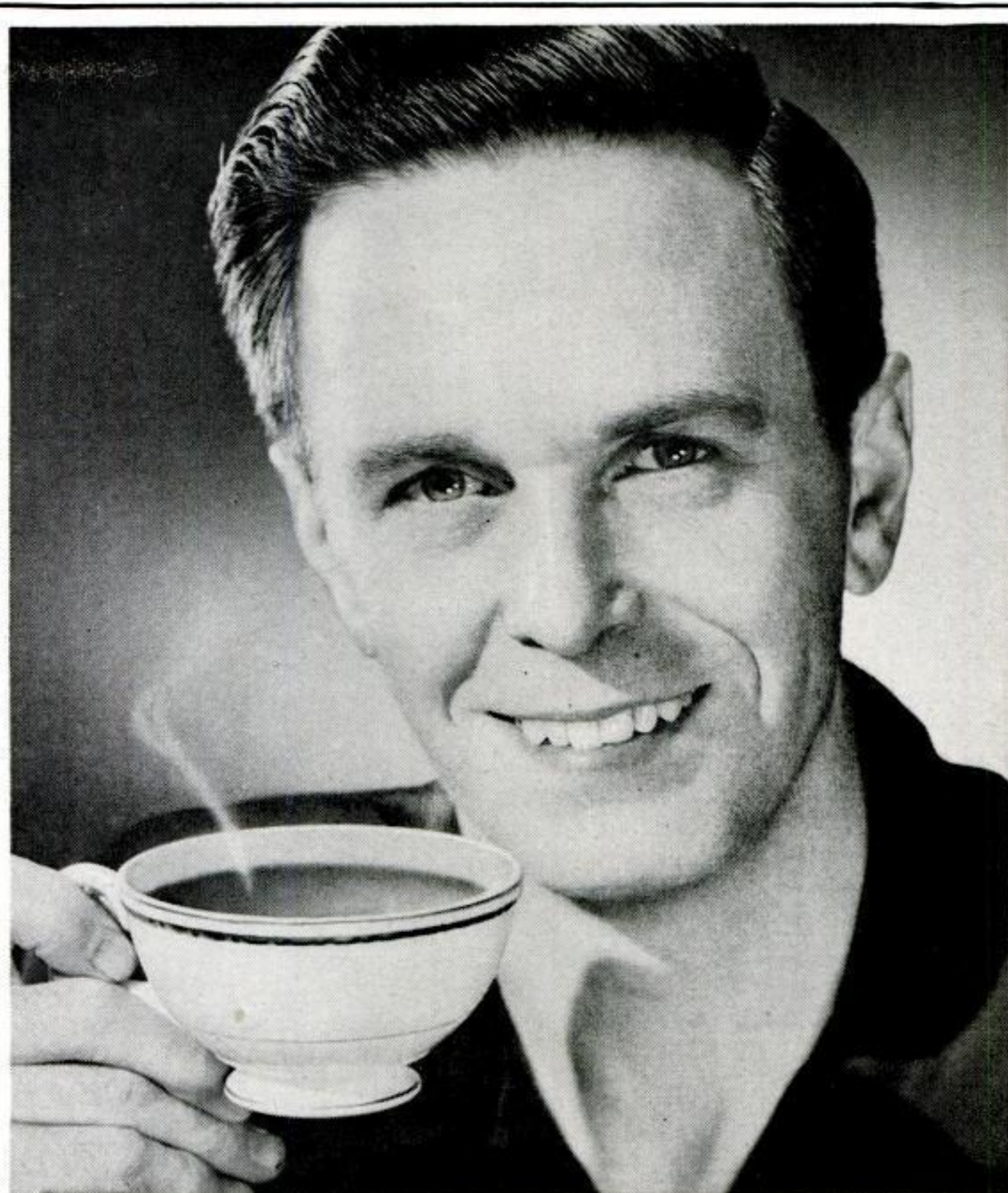
he opened it before Zumarraga the image of the Virgin was stamped on the cloth, just as it hangs above Guadalupe altar today.

I have described this vision in some detail because the legend, we are told by Mexican politicians, was invented by the Church to enslave the Indian mind. Their argument is a difficult one, for this Virgin, two years after the conquest, was claiming a church for the protection of her Indians from the Spanish conqueror. The legend gave the Indian self-respect: if it was a legend, it was a liberating and not an enslaving one. What would have been the future of the vision if it had been sent to the conqueror and not to the conquered? A rich shrine would have been built, and eventually it would have been closed like other churches during the persecution of the 1920s. This shrine, because it was Indian, remained open and helped to break the career of the only man who threatened it. When Garrido Canabal, the dictator of Tabasco, arrived in the capital with his private army of Red Shirts to take his seat as minister of agriculture in Cardenas' cabinet, he gave secret orders that the shrine was to be destroyed by dynamite. But the orders became known and the Indians guarded the shrine night and day until eventually Garrido, who had so successfully eliminated every church in Tabasco, was driven into exile.

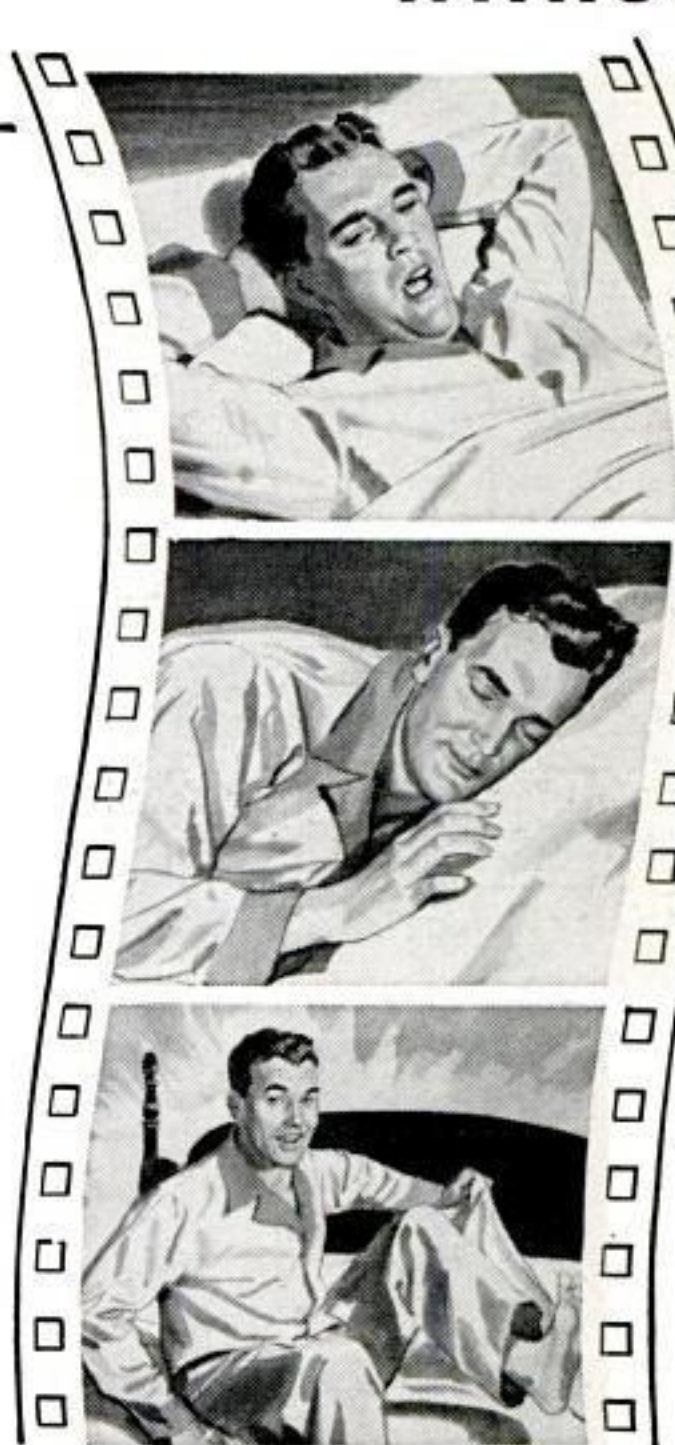
The Virgin of Guadalupe has the features of an Indian. We know nothing of a resurrected body save that it has substance (St. Thomas put his hand in Our Lord's wounds) and yet can pass through the wall of a room, that Christ after his resurrection was sometimes recognized immediately by the disciples and yet sometimes could walk beside them unknown. The Virgin appeared to Bernadette as a girl little older than herself, to the children of Fatima as a woman, to an Indian as an Indian.

While many cases of reported visions will never even reach the stage of Church investigation, others are investigated and condemned. Two years ago a case so condemned was that of the moving statue in Assisi. The stone statue stands above the main door of the Church of Santa Maria degli Angeli at the foot of Assisi hill. One night somebody noticed that the statue seemed to breathe and move her arms. The story spread rapidly and at weekends thousands would come to see the "miracle." When I went with a companion it was in the middle of the week and only a small group stood in the forecourt singing and praying. But there were two busloads of pilgrims from towns nearby, who sat in their buses eating sandwiches and hard-boiled eggs and occasionally dipping their heads to take a look at the statue through the windows—a miracle from a Pullman seat. My companion and I were both skeptics, but from the first glance we took the statue seemed to move, sometimes the breast, sometimes the hands, sometimes the whole statue seemed on the point of toppling into the square. It was probably, we thought, the movement of our own heads that produced the illusion, so we lay flat on our backs on the gravel and shut our eyes and rested them. We opened our eyes and immediately the statue breathed and moved above us. The illusion may have been caused by the bright lights of the halo. In any case the "miracle" was a little too timely, for the elections were only a few weeks off. After the bishop's condemnation the pilgrimages would soon have ceased if the Communist mayor

CONTINUED ON NEXT PAGE



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THE ASSUMPTION CONTINUED

of Assisi had left well enough alone. But he came down to the church and attacked Our Lady in an address to the crowd and had a paralytic stroke then and there. Even with that assistance the legend is dying out. Its death is one more support for the legends that do not die. We are forced to ask ourselves: is there any explanation but that some are true?

In spite of the miracles of Lourdes, attested by a skeptic like Zola and a scientist like Alexis Carrel, we are apt to think of this as an unmiraculous age. The miracles of Lourdes are cures—we can persuade ourselves that science will one day explain them (Carrel, who witnessed the instantaneous cure of a girl dying of tubercular peritonitis, tried unsuccessfully to persuade himself that his diagnosis had been at fault). But this is an age of visions as well as cures: if we are entering a new Dark Age we are being given the same consolations as our ancestors. Since the defeat of the Turks at Lepanto the battle for Christianity has never been more critical, and sometimes it seems as though the supernatural were gathering its forces for our support, and whom should we expect in the vanguard but Our Lady? For the attack on the Son has always come through the Mother. She is the keystone of Christian doctrine. If you wish to discredit the divinity of Christ you discredit the Virgin Birth; if you wish to discredit the manhood of Christ you discredit the motherhood of Our Lady.



SCIENTIST-WITNESS Alexis Carrel saw miraculous cures at Lourdes.

One vision which is likely to be regarded as credible by the Church (let me emphasize again that no Catholic is bound to believe even in the vision of St. Bernadette, for a Saint can be deceived) is that of the Tre Fontane, a cave on a hillside near Rome opposite a Trappist monastery that is said to be the scene of St. Paul's execution. Now a rough path made by pilgrims runs along the slope of the hill among the low eucalyptus trees to a small clearing and a cave sparkling with votive offerings. Cripples sell candles along the way, and when I was last there dozens of children from a war orphanage, each child without a leg or an arm, were helping each other across the clearing to where women knelt and scooped into their handkerchiefs the earth they believed had been pressed by Mary's feet. On April 12, 1947 a Roman bus inspector, Bruno Cornacchiola, a Communist and renegade Catholic, was walking in these woods with his three children: he was preparing a speech attacking the title of the Mother of God. His children called to him to help them find their ball. "I went over," he said. "What do I see? Gianfranco on his knees at the entrance to the grotto, his hands joined. He murmurs, 'Beautiful lady, beautiful lady.' I call Isola. 'Come here. What is your brother saying? What is there in there?' 'It's nothing,' says the child and at the same moment there she is on the ground in the same attitude, saying the same words as Gianfranco. I understand nothing. 'Carlo, tell me what is this and what are you playing at?' 'I don't know,' replies the child, and there he is on his knees too. 'Beautiful lady, beautiful lady,' he says. I am astounded, and it is as though two hands are passed over my eyes; a veil has fallen. A great light illuminates the grotto, and in the middle there appears..."

Message to Bernadette

I QUOTE no more because, as so often in such cases, the human description of the vision becomes unreal, stilted, academic. (We judge its authenticity partly by its effect on the family concerned.) If St. John of the Cross fails to convey his vision, how can a child or a bus inspector convey theirs? They are forced back on trite words, pious phrases, "I am She who lies in the bosom of the Divine Trinity," and the like. To me almost the only convincing words any of these visions have spoken were those reported by the child Bernadette. There had been many sermons and much talk on the new dogma of the Immaculate Conception and she had no idea of its meaning, until that girl of about her own age appeared to her in the Pyrenean cave and explained, "I am the Immaculate Conception," as much as to say, "This doctrine of the Second Eve which theologians have been discussing for 1,600 years is as simple as that—it is me, whom you know, that's all." We can look for no enlargements of knowledge from these visions. But there is a common feature in all her appearances, the appeal for prayer and yet more

CONTINUED ON PAGE 58

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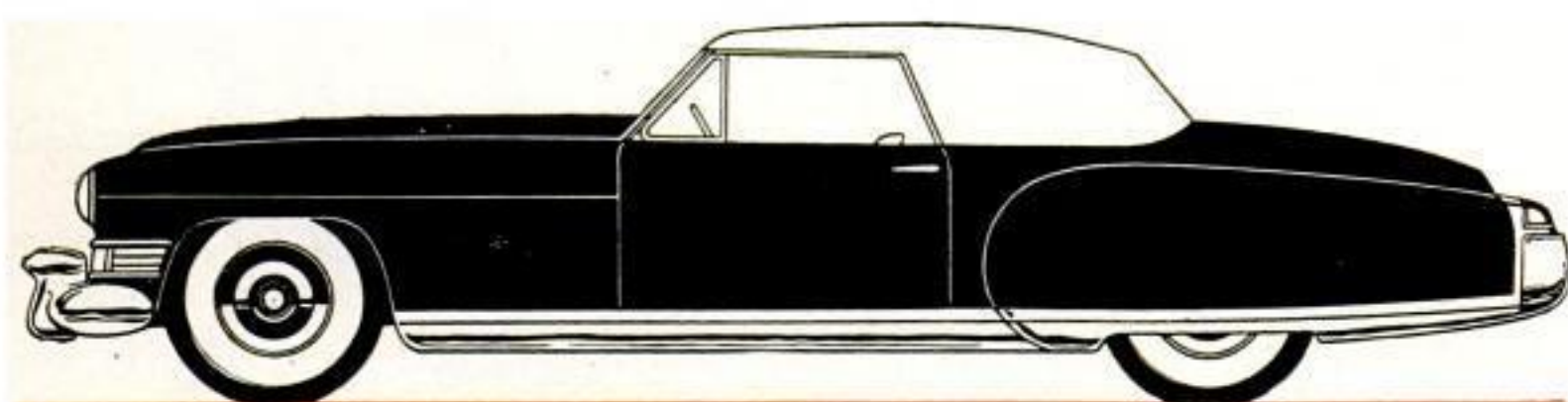


Adjust your driving to the season's hazards: Wet leaves cause skidding so drive slower and with extra caution. Days are shorter so turn on driving lights as soon as dusk falls; never drive with parking lights—let the other fellow see you coming!



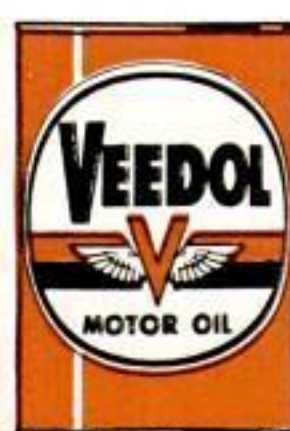
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THE ASSUMPTION CONTINUED

prayer. Her message is as simple as that, and it may seem unimportant unless we have some realization of the terrible force of prayer, the mysterious untapped power able to move mountains.

What a strange distance, like a stellar space, cold and incomprehensible, separates the child Bernadette or the boy Francesco at Fatima from indignant theologians who deplore the dogma of the Assumption as "an added difficulty to reunion" of all Christian churches. It may be "a difficulty," but these children have *seen* the glorified body, and you will not persuade them to suppress their vision because it is tactless, because it may offend a few dignitaries of an alien faith. If the dogma had not been proclaimed now it would still one day have been proclaimed. The Church has waited nearly twelve hundred years since the feast of the Assumption was appointed by the Synod of Salzburg in 800, and the Synod had waited more than 600 years since the first written reference to the common belief. We might have waited another thousand years, but the Church has decided otherwise.

It is legitimate, of course, to speculate why this precise moment in history has been chosen. I can write only as an uninstructed Catholic. Because the doctrines of Christ's nature as God and Man are walled about by the doctrine of the Annunciation and the Virgin Birth, so that it is not too much to say that the whole of Christianity to this day lies in Our Lady's womb, it is to her that recourse has always been had in times of crisis. So it was through all the terrible storms of the 16th Century when the Turks seemed on the point of conquering Europe: appropriately Pius V instituted the feast day of the Most Holy Rosary in thanksgiving for the great victory of Lepanto. And now, when a yet heavier threat lies upon our borders, perhaps the proclamation of the new dogma will help the devotion of millions. Devotion means simply an expression of love, and if we love enough, even in human terms, we gain courage.

This would be no argument, of course, for proclaiming a novel belief, but a dogma is only a definition of an old belief. It restricts the area of truth at the expense of legend or heresy, and the greatest definitions of the Church, accepted alike by Protestants and Catholics—the nature of Christ, the doctrine of the Trinity—were definitions drawn up to exclude heresies within the Church itself.

In our day there are no obvious signs of heretical beliefs within the Church concerning the Assumption of Our Lady and therefore it was believed by some Catholics that to proclaim the dogma was unnecessary. But Catholics today cannot remain quite untouched by the general heresy of our time, the unimportance of the individual. Today the human body is regarded as expendable material, something to be eliminated wholesale by the atom bomb, a kind of anonymous carrion. After the First World War crosses marked the places where the dead lay, Allied and enemy: lights burned continually in the capitals of Europe over the graves of the unknown warriors. But no crosses today mark the common graves into which the dead of London and Berlin were shoveled, and Hiroshima's memorial is the outline of a body photographed by the heat flash on asphalt. The definition of the Assumption proclaims again the doctrine of our Resurrection, the eternal destiny of each human body, and again it is the history of Mary which maintains the doctrine in its clarity. The Resurrection of Christ can be regarded as the Resurrection of a God, but the Resurrection of Mary foreshadows the Resurrection of each one of us.



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AT FIRST BALL of season Actress Eva Gabor (right) wore Dache gown with order ribbon. Designer Ceil Chapman (left) wore her own creation.

NEW YORK'S FULL-DRESS SEASON GETS OFF TO A PRE-OPERA START

The opening of New York's full-dress fashion season once was rigidly fixed by the opening of the Metropolitan Opera in November, but recently the date has been inching forward. By this year it had jumped up to early October, and the first opening nights of the theater season and first charity events of the social season saw a lavish display of the winter's newest and fanciest fashions. A special gloss was given by the presence of some handsome young actresses in town for television or Broadway appearances. At the Ribbon Ball, one of the benefit dances which have become popular as parties instead

of as social obligations, Actresses Faye Emerson (cover) and Eva Gabor (above) wore bouffant white gowns with hair ribbons (Miss Emerson's) and a big order ribbon (Miss Gabor's). At the opening of *Season in the Sun* young Movie Actress Betsy von Furstenberg wore black velvet and white mink (right). The appearance of other actresses around town made fashion experts, to whom "movie star dressing" has long been a derogatory term, admit that some of the movie stars were ready to move into the distinguished company of old-hand theatrical fashion plates like Ina Claire and Gertrude Lawrence.



ACTRESS BETSY VON FURSTENBERG WEARS MAXIMILIAN STOLE—→



"SURE, YOUR PASS WON THE GAME—BUT HE 'PASSED' WITH MENNEN SKIN BRACER!"



The After-Shave Lotion with the
He-Man Aroma
That "WOWS" the Ladies!
Helps Heal Tiny Razor Nicks, Too!

LARGE 5 OZ. BOTTLE 49¢
GIANT 12 OZ. BOTTLE 98¢

NEW LOW PRICES
ON 2 GREAT SHAVE CREAMS

MORE DOCTORS
Who Specialize in Skin Care
USE MENNEN
SHAVE CREAMS
Than Any Other Brand



AT AFTER-THEATER PARTY for the cast of *Black Chiffon*, Mrs. Leon Mandel, a Cuban beauty married to a Chicago department-store owner, wore rhinestone earrings with pleated white chiffon Fath gown and gold lizard belt.



AT BENEFIT SUPPER in art gallery of Mme. Helena Rubinstein's penthouse, TV's Maggi McNellis wore a slim, deep-slit white satin gown and full black velvet coat by Ceil Chapman, topped off with a jeweled tiara by Mr. John.

CONTINUED ON PAGE 66

You're **safe** when
it's cold...



You're **safe** when
it's hot...
with

"PRESTONE"

BRAND

Anti-Freeze!

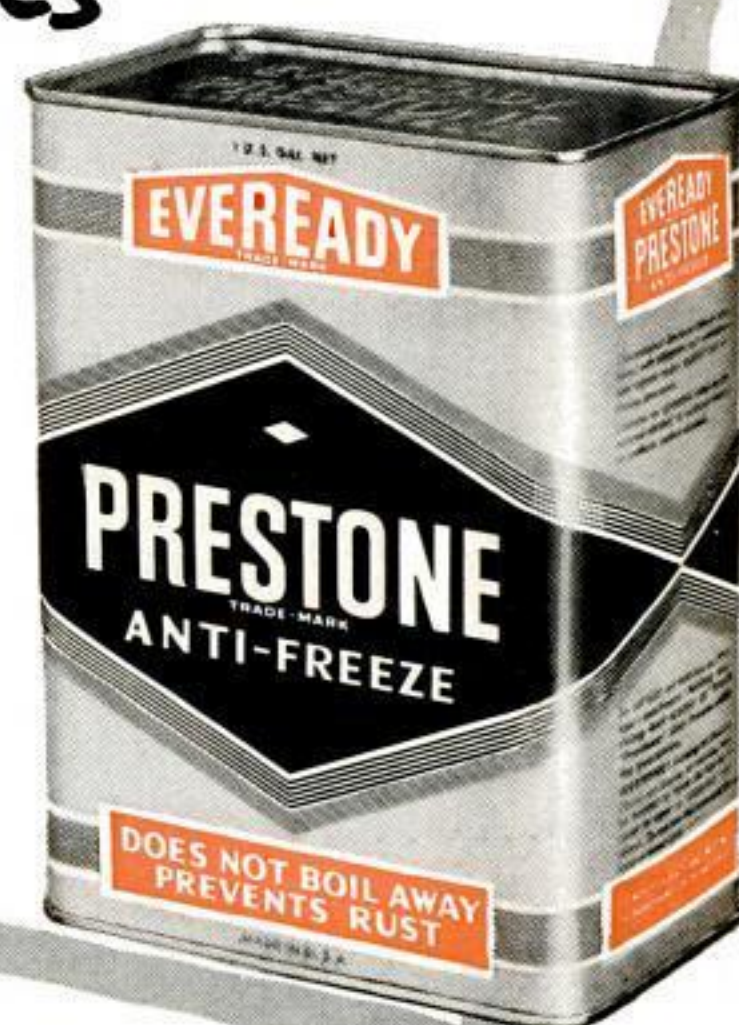
YOU'RE **SAFE** FROM FREEZING!
YOU'RE **SAFE** FROM FOAMING!
YOU'RE **SAFE** FROM
RUST AND CLOGGING!

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give you this same protection!*

One shot lasts
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NATIONAL CARBON DIVISION
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Easier...friendlier...more fun—
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The California Way
of Entertaining!



THERE'S BEEN NO FUSSING here. The food is simple . . . the dishes are "everyday" . . . and yet this dinner, served the California Way, is something special.

Because *whenever* you serve wine, a dinner becomes a party . . . gay, bright color comes to your table . . . your food gets extra praises. And you know guests enjoy it more. It's such an easy pleasure to add to your

dinner, too. For with wine, you just cool and serve.

And you can afford to do it often. For the fine wine of California costs only a few cents a glass to serve.

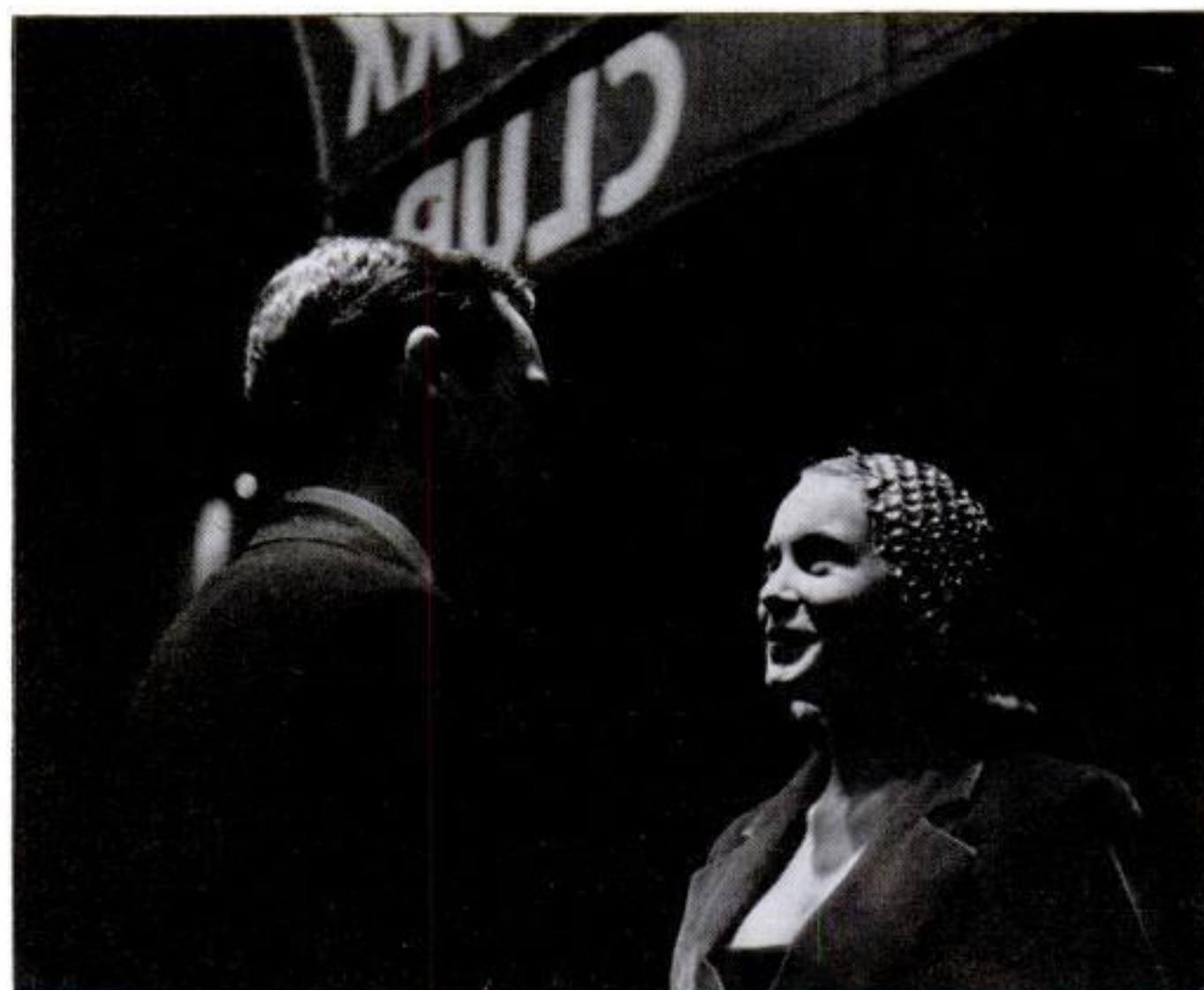
Write for colorful 32-page *California Way* booklet—packed with easy recipes, new menus and party ideas. Send 25¢ in coin to Wine Advisory Board, Box 3135, Rincon Annex, San Francisco 19, Calif.

Try the *California Way*
with
Burgundy
Wine



Burgundy . . . one of the fine wines of California, is a hearty, red table wine. Ranked among the finest in the world, California Burgundy is a favorite to serve with hamburger, steaks, roasts, spaghetti and baked beans.

FIRST-NIGHT FASHIONS CONTINUED



LORELEI LEE HAT worn by Janet Leigh at the Stork Club is solid rhinestones but is called "diamonds are a girl's best friend" by its designer, Mr. John.



FUR AND FLOWER dress up a simple British-made street suit worn by *Trio* star Jean Simmons (*LIFE*, Oct. 9) for lunch at the Colony with Actor Bill Holden.



WHITE FOX MUFF of polar bear proportions by Dior weighs down Nancy Kelly of *Season in the Sun*, at stage entrance with Anthony Ross of play's cast.



RAY MILLAND
Star of "COPPER CANYON"
a Paramount Picture



Help yourself to Ray Milland's favorite buffet supper!

Popular Hollywood custom . . . a buffet supper starring famous Hormel Chili. *You* try it! Enjoy this lively blend of lean beef

and succulent red beans in a rich savory sauce. Just the ticket for lunch, supper . . . or memorable evening snacks.



Easy, different buffet features

HORMEL CHILI CON CARNE

... with Assorted Crackers
California Green Salad
Crisp Relishes Hot Corn Sticks
Festive Fruit Compote*
Coffee

*Combine equal amounts of drained canned apricots, Bing cherries, chunk pineapple. Place fruit in casserole, sprinkle with grated rind and juice of orange, and brown sugar. Heat in moderate oven. Serve warm or ice cold, topped with fluff of cream cheese.

not too hot... not too mild... just right!

**You'll like HORMEL
CHILI CON CARNE**

DOUBLE YOUR MONEY BACK if you don't like chili the way Hormel makes it. Send sales slip with comments to Geo. A. Hormel & Co., Austin, Minnesota.



Listen to **MUSIC WITH THE HORMEL GIRLS**
Every Saturday over CBS, every Sunday over ABC



"Mamma, you're terrific"

*That's what your family will say when you serve them real
homemade hot rolls with honey. Now make them in 1/2 the time*
(compared to standard cookbook recipes)



RECIPES

right in the package show you
how to make many other
wonderful baked foods.

Easy, quick, no experience needed with the new

Pillsbury HOT ROLL MIX

(WITH FRESH-ACTING YEAST)

Parade in with a plateful of your very own homemade hot rolls. (Serve them with honey.) And note the deep, satisfying glow you'll get from what your family says about you and those wonderful, plump, delicious rolls.

It doesn't take a lot of experience to accomplish this, either. Far from it. All you have to do is combine water with the

fresh-acting yeast and add it to the new Pillsbury Hot Roll Mix, and you're on the way. It's really easy and time-saving. And so sure in results.

No later than tonight you can bring off this baking triumph. Do yourself proud by giving your family your own home-made hot rolls.

*You and Ann Pillsbury
can make a great team*



3 Original Rogers Silverplated Teaspoons. Exclusive Lady Ann pattern—only 50¢ and six coupon values. Send to Pillsbury, Box 150, Minneapolis, Minnesota. Complete silver service available. Extra-Value coupons with all Pillsbury packages. Write for free premium booklet.

... Hot Rolls and Sioux Bee Honey!"

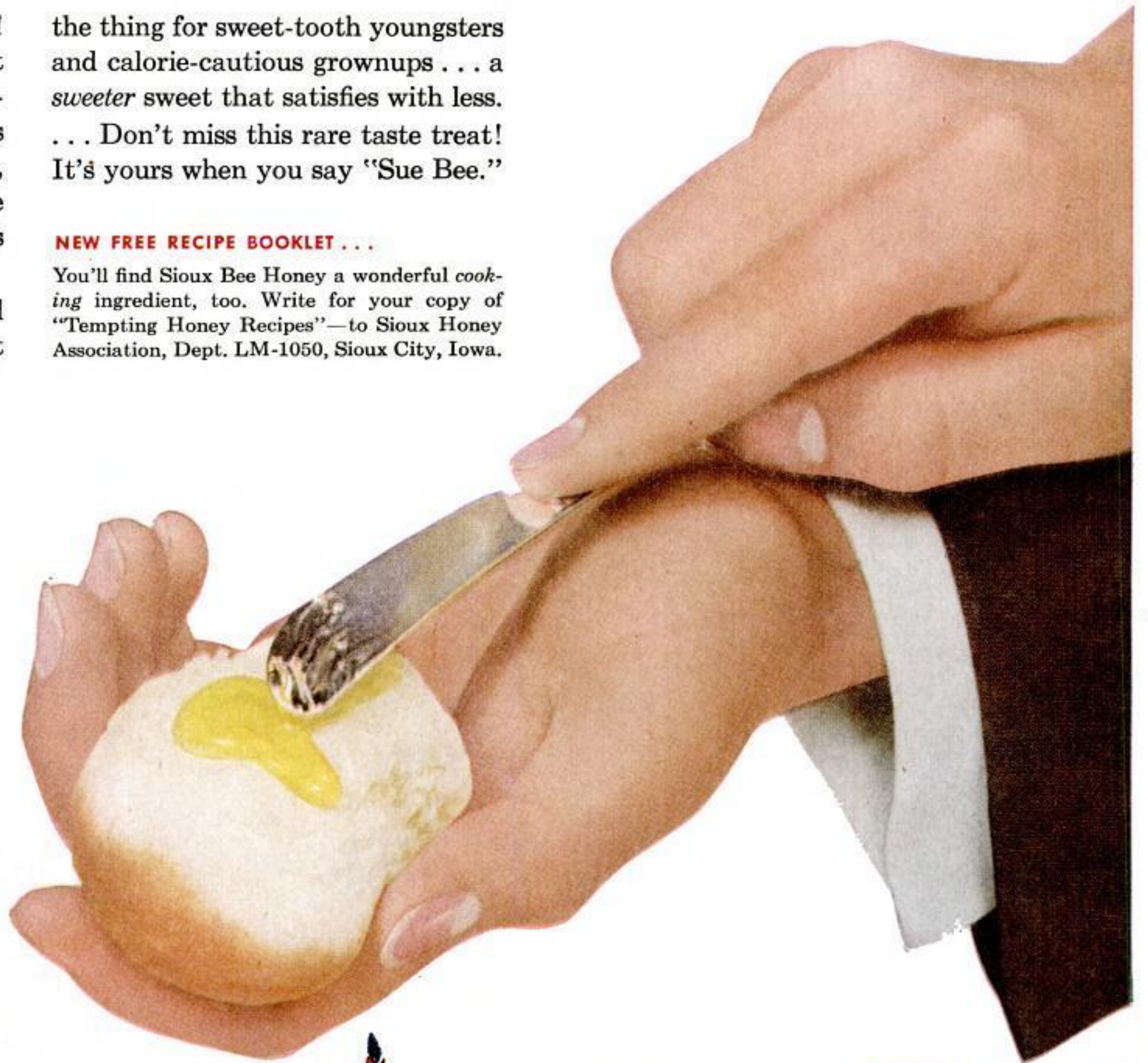
That's the call, from one and all! Yes, Sioux Bee Honey is downright *delicious* on hot rolls... and on pancakes, waffles, and French toast. Its flavor, so clover-fresh... its color, so sunny-bright. Because it's the purest, *finest* honey, from the world's foremost honey packers...

It's so *good* for you, too! An ideal *energy* food, easily assimilated. Just

the thing for sweet-tooth youngsters and calorie-cautious grownups... a *sweeter* sweet that satisfies with less. ... Don't miss this rare taste treat! It's yours when you say "Sue Bee."

NEW FREE RECIPE BOOKLET...

You'll find Sioux Bee Honey a wonderful *cooking* ingredient, too. Write for your copy of "Tempting Honey Recipes"—to Sioux Honey Association, Dept. LM-1050, Sioux City, Iowa.




For finest honey, say

"Sue Bee"

And enjoy *both* kinds! There's *liquid* Sioux Bee Honey; also *Honey Spread*—crystallized, to spoon, not pour. Delicious!



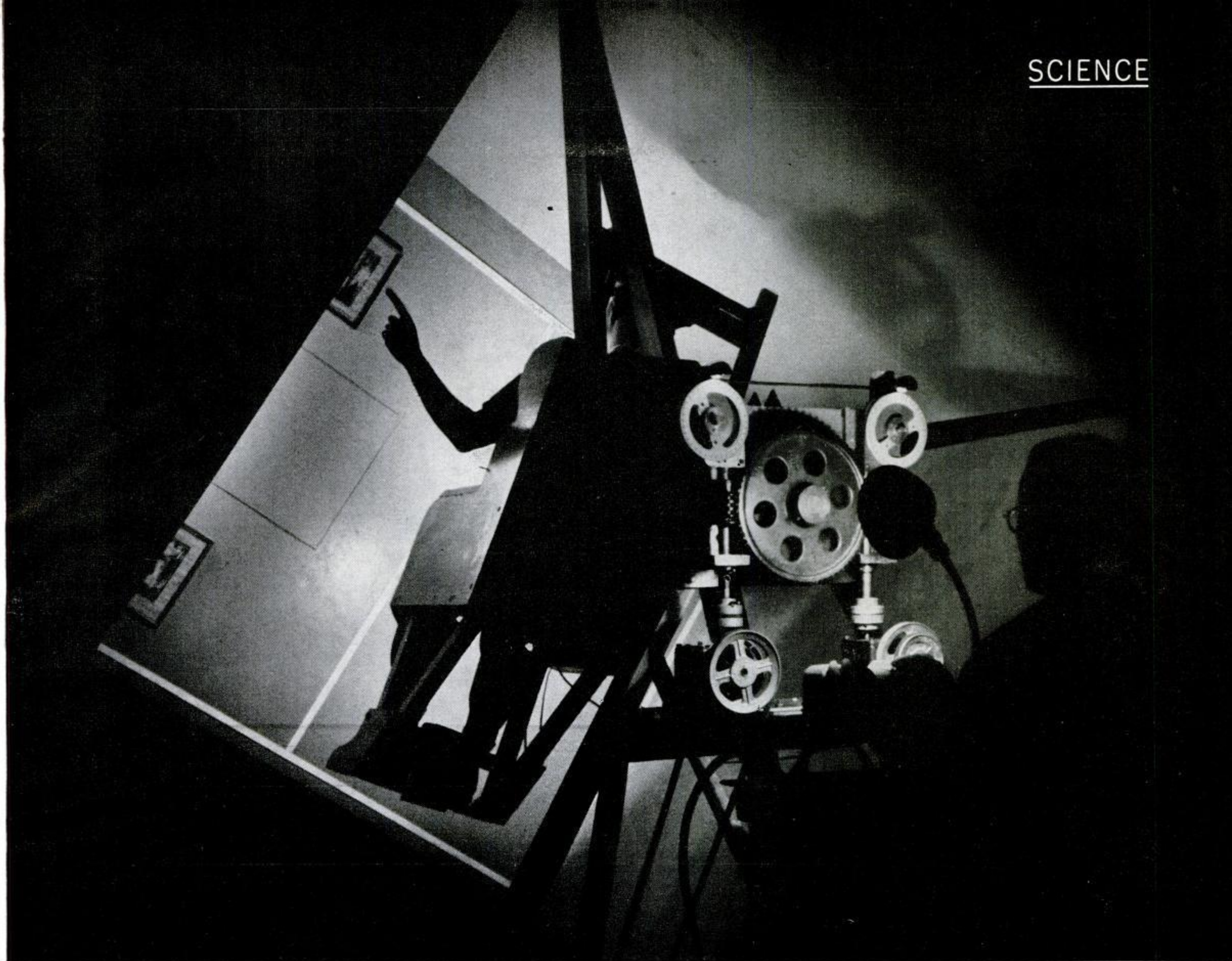


Plain or iodized

More people use Morton's ...it does so much for flavor!

At many grocers' now you'll be seeing Morton Salt displayed with juicy new-crop apples and apple juice. Morton's really does something for their flavor, so always look for the familiar Morton Salt package... more people do.

When it rains it pours!



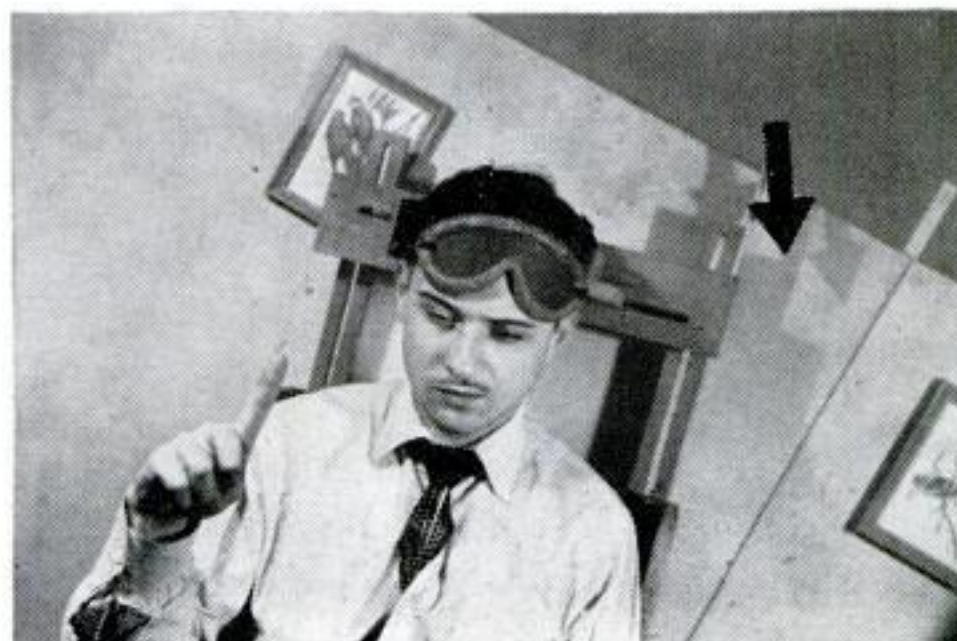
IN ROOM TILTED BY TECHNICIAN, MAN IN SUSPENDED CHAIR TRIES TO INDICATE TRUE VERTICAL—ACTUALLY PERPENDICULAR TO BOTTOM OF PICTURE

THIS MAN THINKS HE IS POINTING UP

In amusement-park fun houses there is usually a tilted "crazy" room that appears entirely normal but actually is suspended at a sharp angle. To a person in the crazy room, walking or sitting upright is difficult or impossible, and the question "Which way is up?" becomes almost unanswerable. Just such a room (*above*) has been constructed at Brooklyn College for a serious scientific study, now sponsored by the Office of Naval Research, to learn how people determine their position in space.

In ordinary experience people tell quickly and accurately which way is up by combining what they see with the natural adjustment of their bodies to the vertical pull of gravity. In the tilting room at Brooklyn College a person faces an abnormal situation which upsets this balance. The room,

open at one end for observation, can be tipped more than halfway on its side to left or right. A suspended wooden chair, in which the person being tested sits, can be tilted independently in either direction. Psychologist H. A. Witkin, who directed the program of this and other tests (*pp.* 72, 74), has found that people who are timid, passive and dependent are frequently misled because they rely mostly on what they are able to see. Self-confident people rely more on their body reaction to gravity and as a result are better able to determine the true upright. However, from a psychological standpoint, being always right in this test is as undesirable as being always wrong. A high score indicates, according to Witkin, that the subject is excessively self-centered and tends to ignore his environment.



THREE VERSIONS OF UP are indicated by subjects sitting in identical position in Brooklyn College's tilting room. Sylvia Winter (*left*) and Morris Krugman

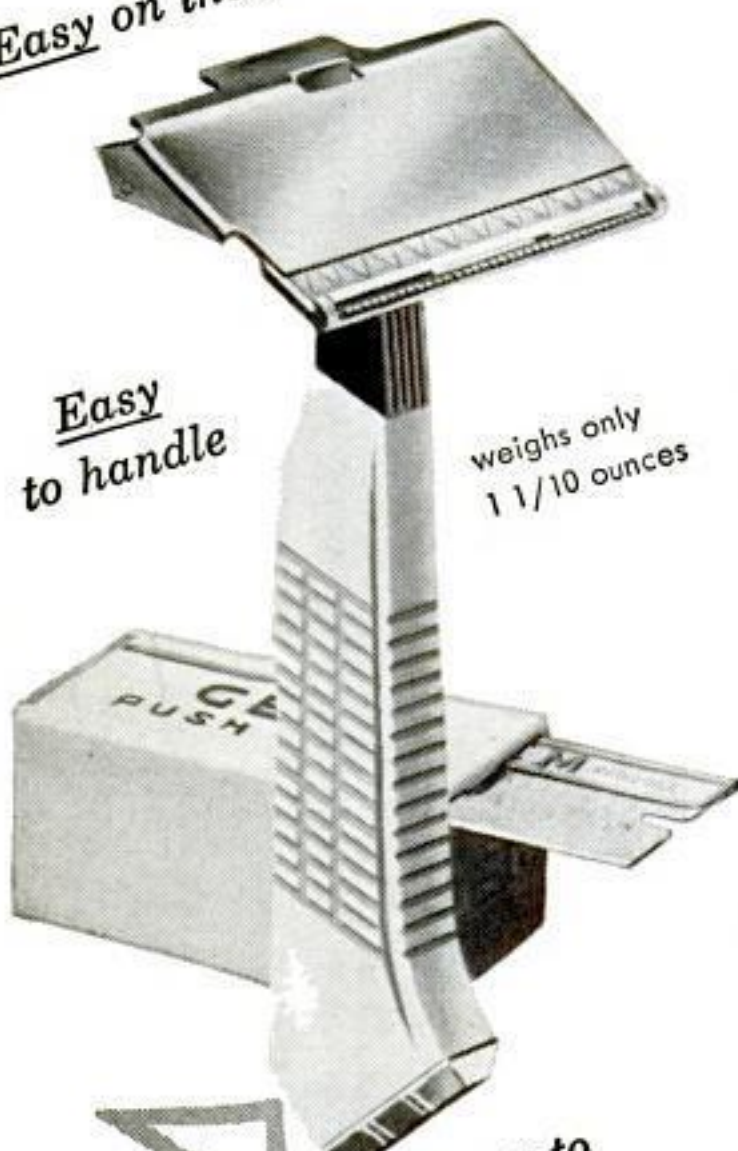
(*center*) are influenced by angle of the room and point accordingly. Gloria Adler (*right*) ignores room angle but is still not correct. Arrow indicates true vertical.

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Easy to clean

Easy on the face



Easy to handle

weighs only 1 1/10 ounces

Easy to change blades

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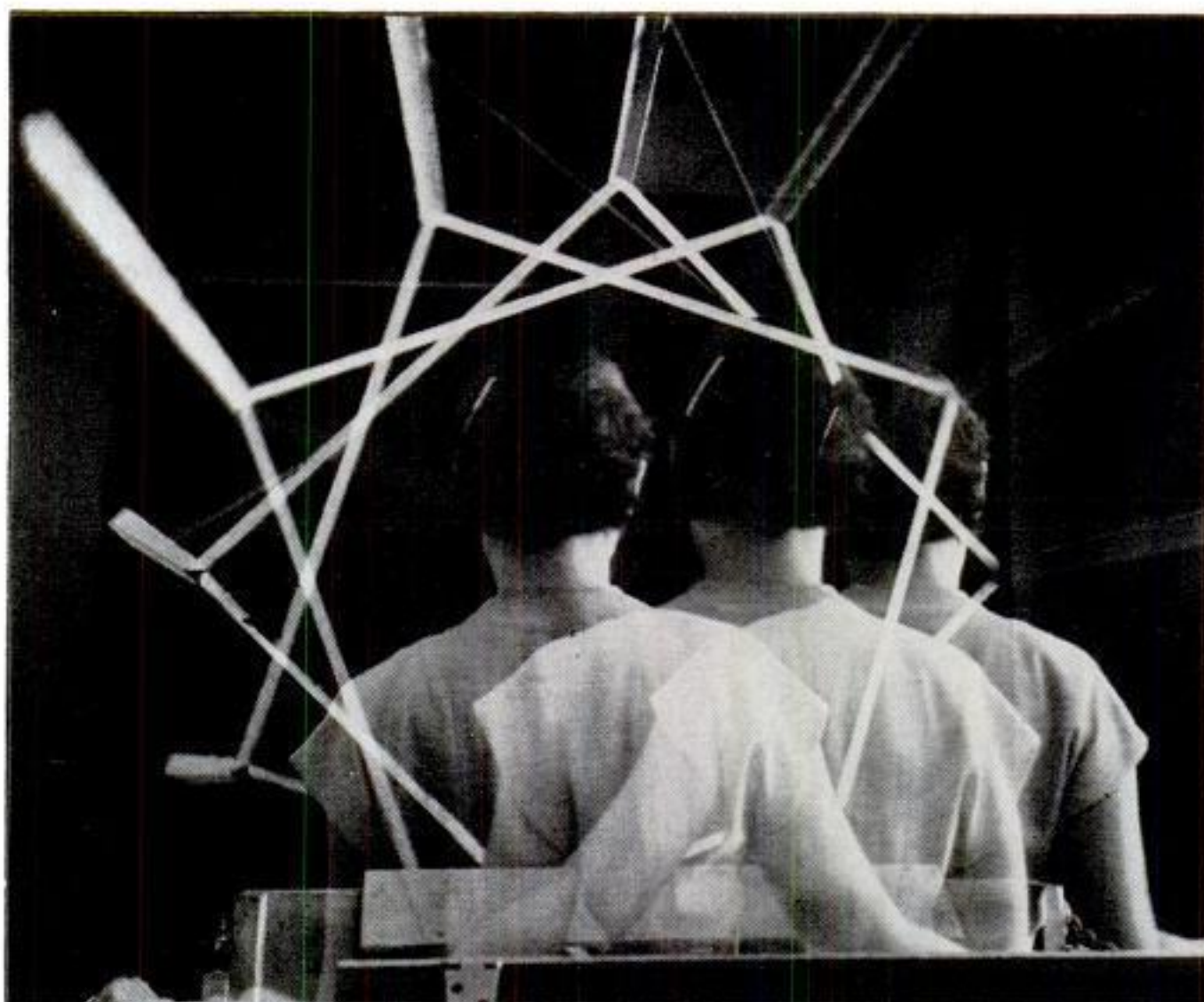
Never a Better Way to Avoid
'5 O'Clock Shadow'

Deluxe Razor with 10-blade Push-Pak of super-sharp Gem blades in crystal-clear lucite case.

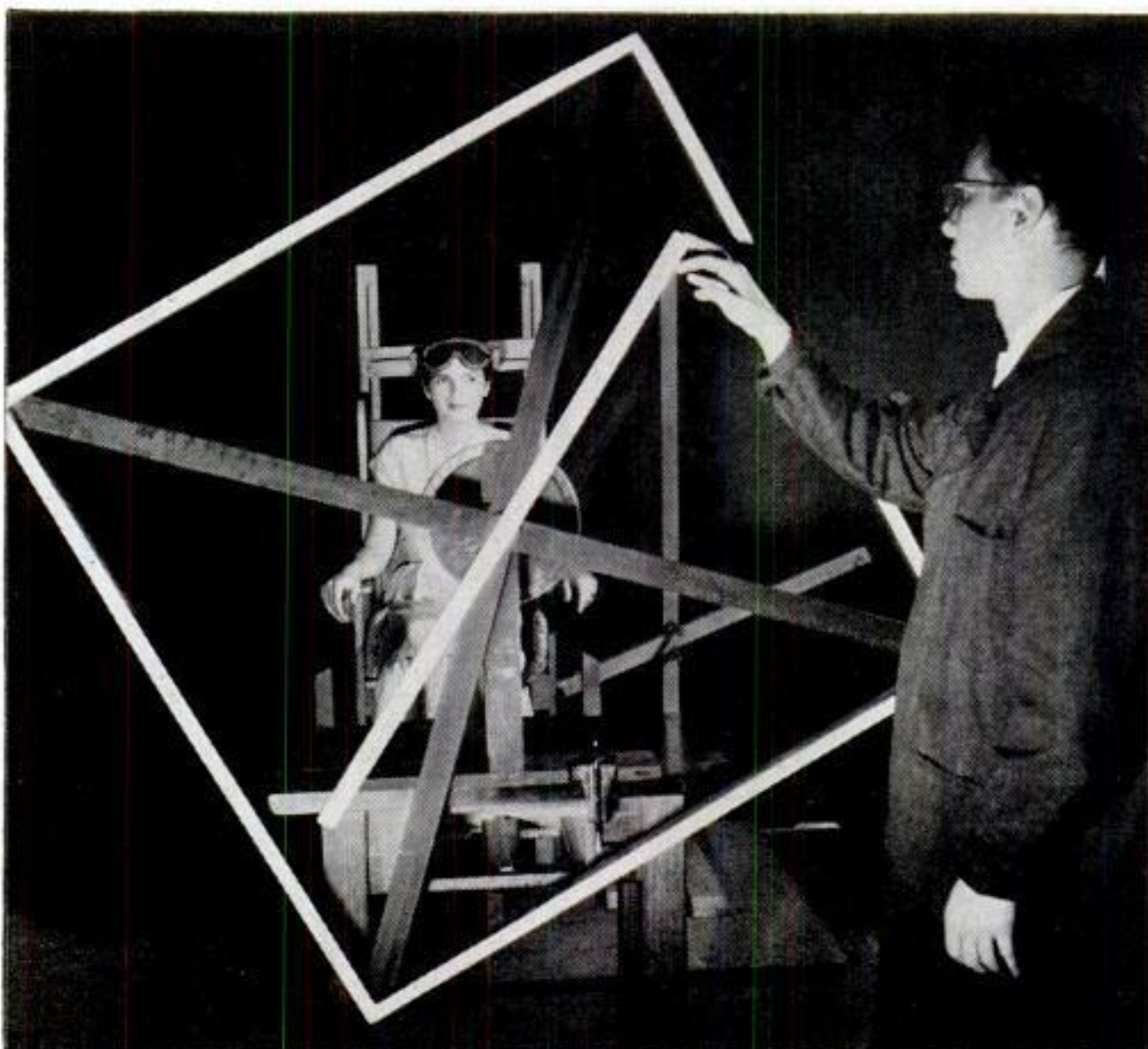
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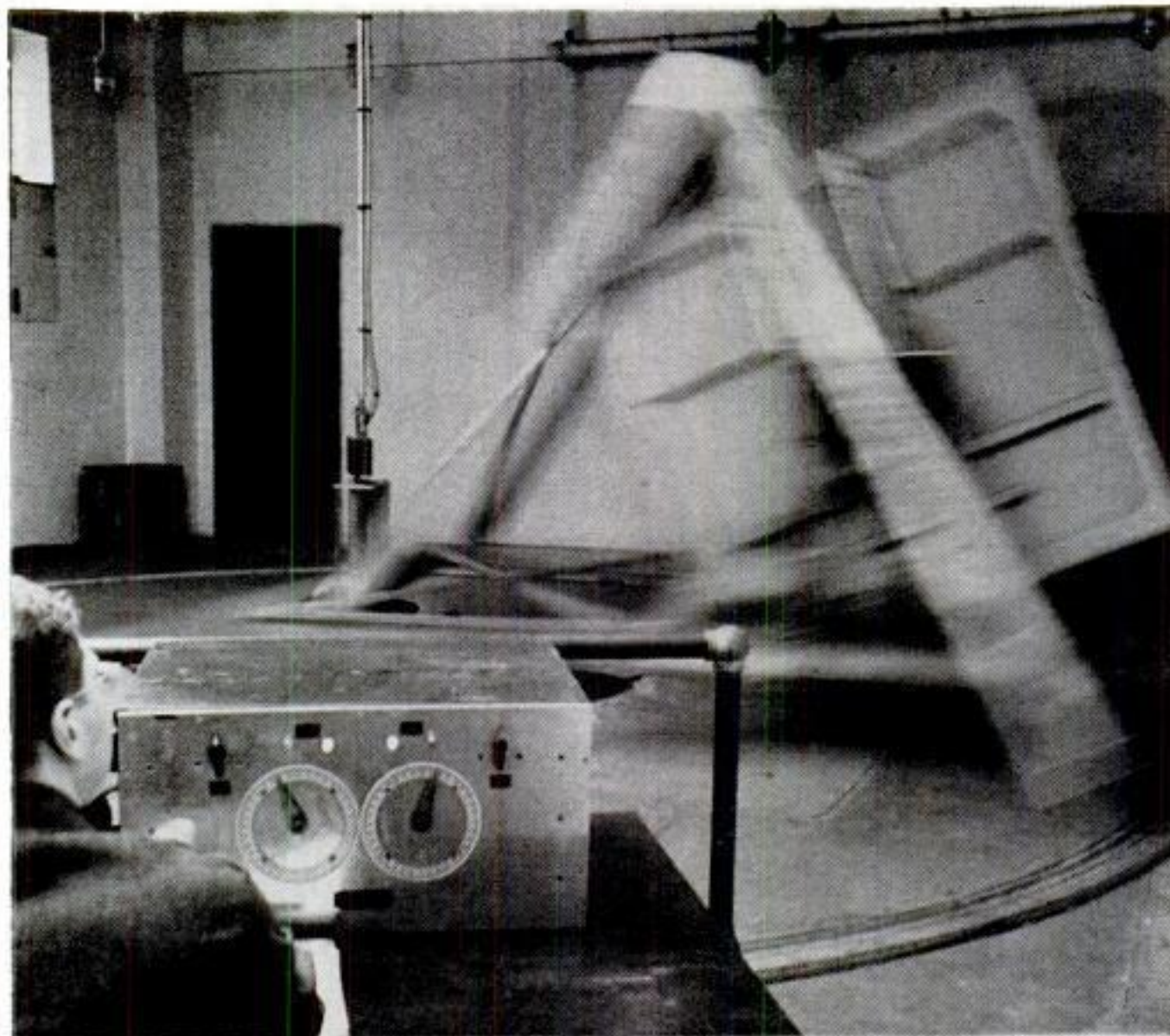
Up CONTINUED



SWAYING FRAME used in another test overpowers Annette Plason's determination to remain motionless. Multiple exposure shows how she sways with it. This test, like the others, is designed to separate body and visual sensations.



LUMINOUS ROD is adjusted by operator (foreground) to position that Miss Plason considers true vertical. In blacked-out room she can see only glowing rod and frame. Blindfold is used until subject is seated and the frame is turned.



REVOLVING ROOM, fully enclosed replica of tilting room, moves around circular track 19 times a minute. In this test subjects must also compensate for centrifugal force. Those who were right in tilting room usually are wrong in this.

RELIEVES
HEADACHE
NEURALGIA
NEURITIS PAIN

FAST



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Anacin® is like a doctor's prescription. That is, Anacin contains not one but a combination of medically proved active ingredients. Anacin is specially compounded to give **FAST, LONG LASTING** relief. Don't wait. Buy Anacin today.

NEW MINTS Medically Proven
Quickly **RID STOMACH** of **GAS**

Do you ever suffer stomach gas, heartburn, from acid indigestion? Get amazing new BiSoDoL Mints for fast relief. Safe, gentle. BiSoDoL Mints give longer-lasting relief than baking soda — yes, hours of relief. Refreshing, minty flavor sweetens sour mouth, stomach. So relieve heartburn, upset stomach, from too much food, drink, smoking. Sleep all night long when acid indigestion strikes. Carry new BiSoDoL Mints for fast relief — anywhere, anytime. 10¢.

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around the clock
around the calendar
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See these versatile all-weather coats in a wide range of styles, colors, water repellent and waterproof fabrics.

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BETTER DEALERS FEATURE:
ALLIGATOR
Rainwear
because... IT'S SURE TO RAIN!

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CONTINUED ON PAGE 74



**"Don't forget
your change"**

PLAN NOW—right at the beginning of frosty weather—to breeze through this winter with a quick starting, trouble-free car. When worn summer oil is drained, have the crankcase refilled with fresh, free-flowing Quaker State Cold Test Motor Oil.

Made from 100% pure Pennsylvania grade crude oil—refined with cold weather in mind—Quaker State Cold Test is, we believe, the finest winter-tailored oil produced anywhere in the world.



40¢ per U. S. quart including Federal Lubricating Oil Tax

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BRIGGS

SMOKES

3 WAYS BETTER*



1. Stays lighted longer...by 19%



2. Cleaner burning...by 16.4%



3. Less tar...by 21.6%

So today...

Put this
in your
pipe



and smoke it!

*Yes, our new process makes Briggs better by actual test! Better even than the swell-smoking Briggs that proved so fine and friendly in your pipe before. And remember this: when tobacco burns steady, free and clean, that's when you enjoy all the goodness of Briggs' fine tobacco, aged and mellowed in oaken casks. Today—try 3-ways-better Briggs!

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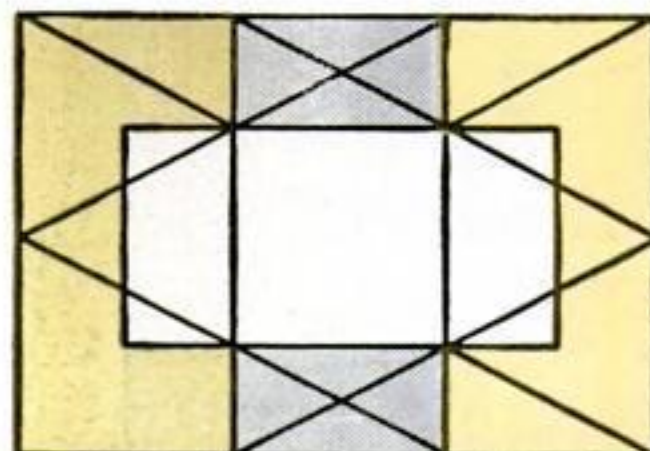
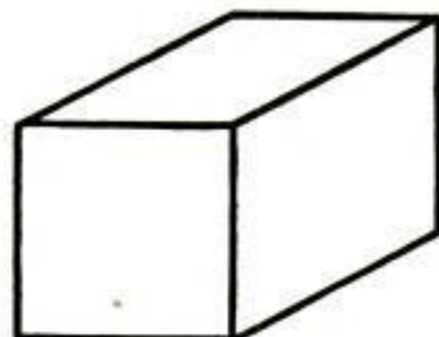
Up CONTINUED



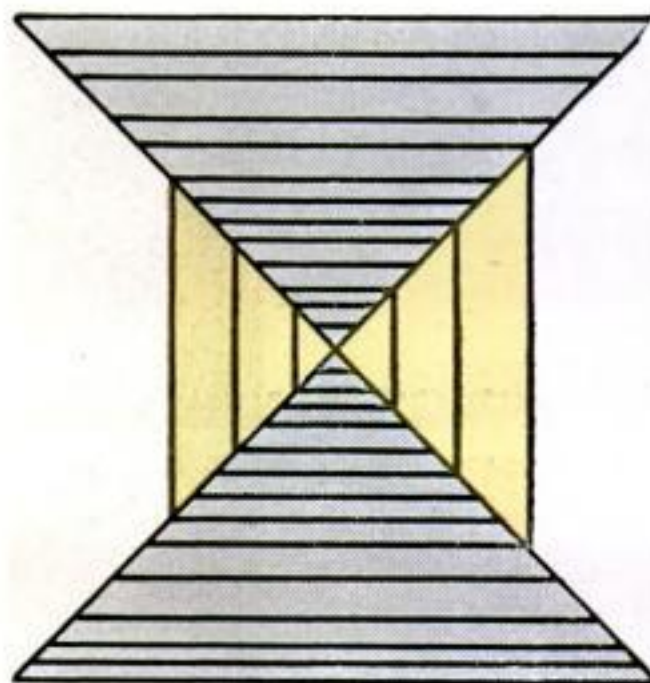
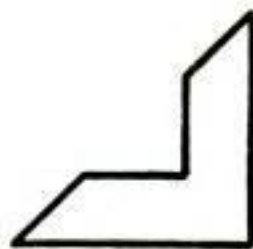
TRACING TESTS shown below are given by psychologist (left). Score usually matches results in other tests.

FIND THE HIDDEN FIGURES

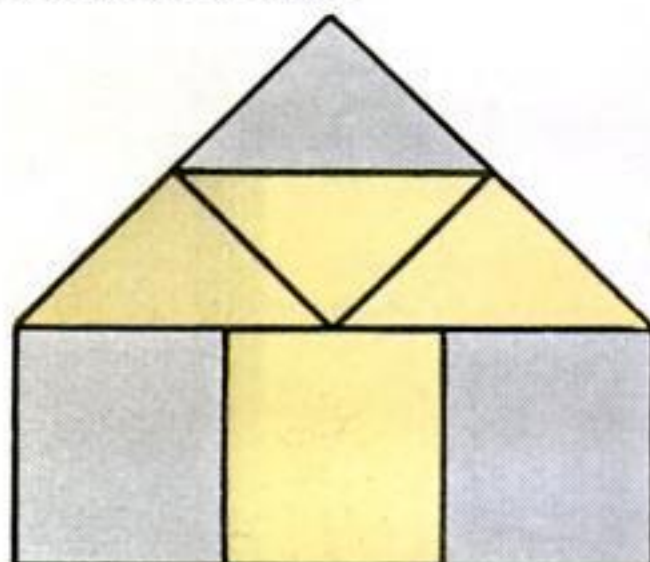
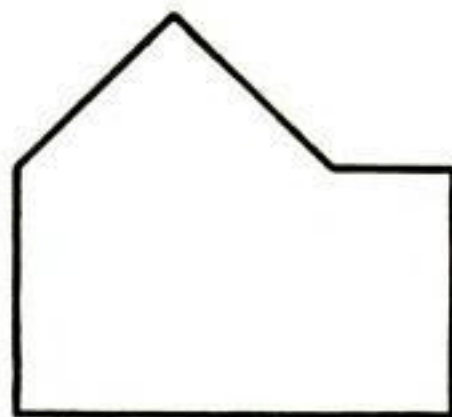
After being tilted, swayed, and rotated, a subject is confronted with geometric figures as an additional test of visual perception. Object is to find the outline of the simple drawings (left, below) in the accompanying complex patterns (right, below). Color and extra lines are used to break up the design and make detection more difficult. Readers can take the test: first look at pattern on left, then cover it and try to find it in pattern on right. Average time is given below each set of drawings.



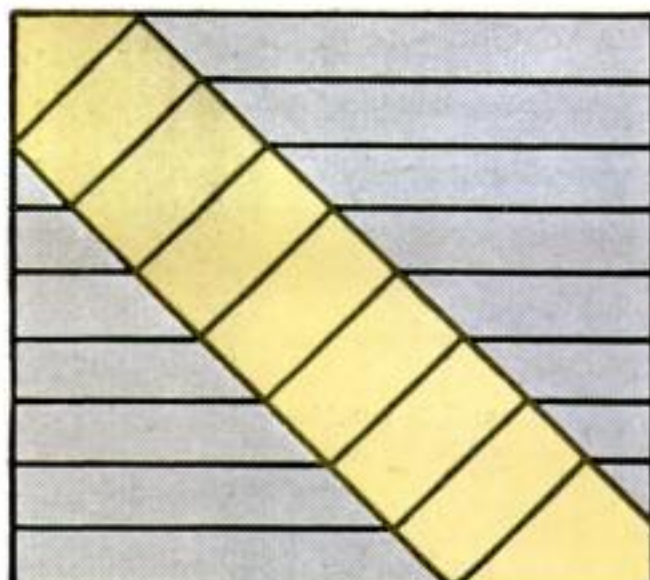
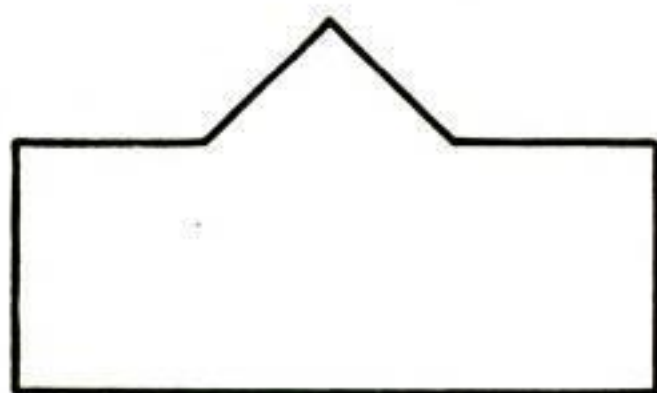
MEN: 55 SECONDS; WOMEN: 71 SECONDS



MEN: 18 SECONDS; WOMEN: 23 SECONDS



MEN: 15 SECONDS; WOMEN: 19 SECONDS



MEN: 51 SECONDS; WOMEN: 46 SECONDS

WEEKEND GUESTS



MA-IN-LAW: "My little boy's wifie is smart! Cannon Combspun Percale Sheets are today's best sheet buy!"

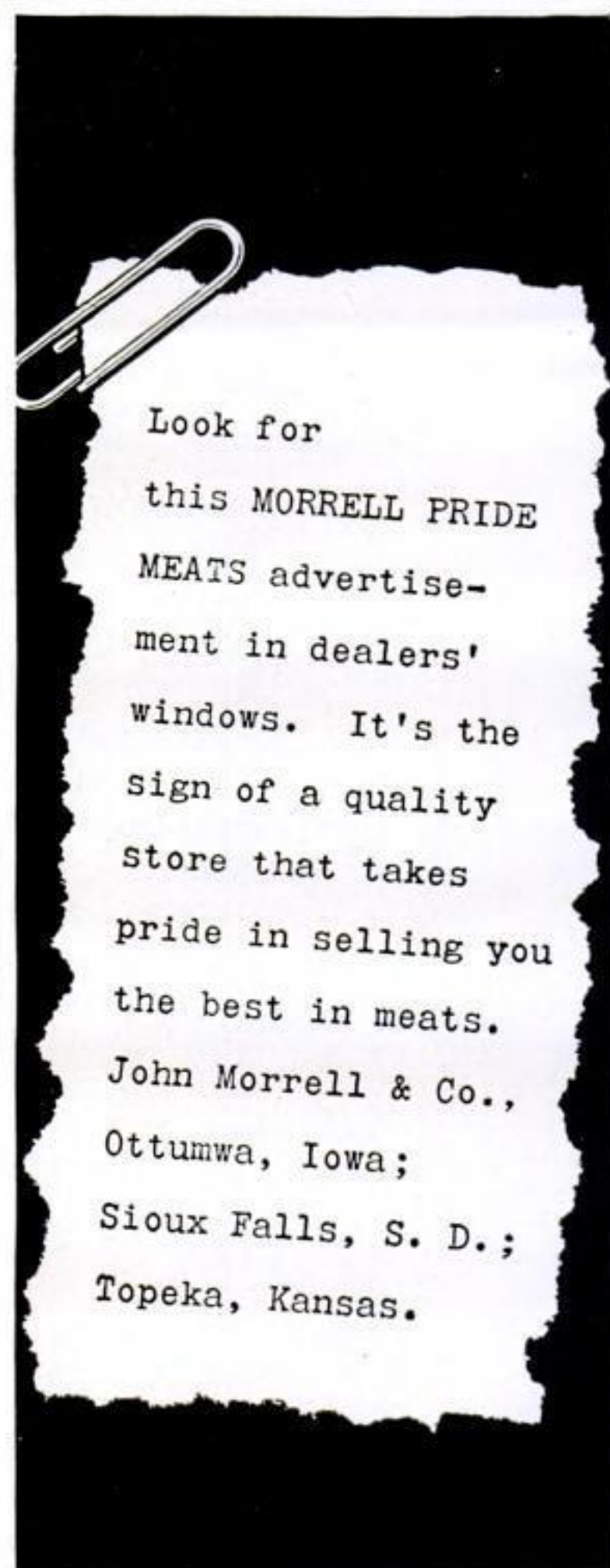


HELPFUL TYPE: "Pooh—bedmaking's nothing! Cannon Percales are so fine and lightweight!"

CANNON PERCALE SHEETS —THEY'RE COMBSPUN



CANNON TOWELS • STOCKINGS
BLANKETS • BEDSPREADS
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MEATS advertise-
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Sizzling, fragrant sausage . . .
an invitation to good eating!
Morrell Pride Sausage is
made only from choicest pork,
mildly spiced with fresh,
natural seasonings. We offer it
for your table with pride!



PRIDE

Morrell Pride Fresh Pork Sausage—tender, juicy, with that all-pork flavor that makes any meal a treat! Links in two sizes and handy, ready-to-slice roll. *Morrell Pride Breakfast Sausage Links*—the same delicious blending of pure pork and mild seasonings in shelf-handly cans.



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follow

JUST 3 INCHES
of FOAMEX give you
more pure comfort
than 6 to 8 inches of
any other cushioning!

See what an ordinary desk ruler can reveal about that extraordinary comfort material—Firestone *Foamex*. No matter how slight the pressure, *Foamex* yields. No matter how *great* the pressure, the rest of the *Foamex* cushioning stays firm and resilient—no over-all sag, no up-and-down lumping. That's because *Foamex* is made up of buoyant air-and-latex cells, the finest natural cushioning in the world.

- Your ruler will show you how *few* inches of *Foamex* you need for more blissful, cradling comfort than bulky, old-fashioned stuffing. That means more graceful, streamlined beauty in furniture . . . less bulk and weight in bedding . . . roomier, more comfortable car seats.
- But no yardstick on earth can measure the deep, peaceful rest sensation you get when you sit, sleep or ride on *Foamex* cushioning. Or measure the year-after-year savings your *Foamex* investment brings.
- If it's comfort you're seeking—in bedding, furniture or automobiles—follow this rule. Look for the Firestone *Foamex* label at furniture and department stores, at auto showrooms, everywhere.

LISTEN TO THE VOICE OF FIRESTONE MONDAY EVENINGS OVER NBC

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*TRADEMARK



this rule for a new kind of comfort

get the world's most comfortable
cushioning material...

Firestone
FOAMEX*

• in furniture



• you get MORE SHAPELY BEAUTY...

No longer need you put up with ugly bulk that comes from "over-stuffing". Now furniture beauty and comfort go hand in hand with slim, trim *Foamex* cushioning.

• in automobiles



• you get MORE HEAD AND LEG ROOM...

So little *Foamex* gives you so much more comfort. You'll enjoy new, refreshing "easy chair" rides in the spacious interior of your *Foamex*-equipped car.

• in mattresses



• you get LESS BULK AND WEIGHT...

Only *Foamex* mattresses are *form-fitted*... specially moulded to give greater support to the heavier parts of your body and equalize the lighter parts.



Choose 1847 Rogers Bros.
"It's still the thing to own"

GENERATIONS AGO, when shining-eyed brides set their tables with the "silverware of their dreams," more of them chose 1847 Rogers Bros. than any other. *And that's still true today.*

You'll know why, when you see the enchanting 1847 Rogers Bros. designs pictured here. For each has a perfection of balance—an extra height and depth of ornament found in no other silverplate.

So, whether you choose 1847 Rogers Bros. brand-new pattern, or one beloved for years, you have the proud knowledge that—like the brides of great-grandmother's day—you own *America's finest silver plate!*

1847 ROGERS BROS.

America's Finest Silverplate

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Joyous new pattern...

"DAFFODIL"

Brand-new, liting and lovely!
 Specially created for the young in heart!

or patterns loved for years...

REMEMBRANCE For those who love tradi-
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ETERNALLY YOURS Exquisite openwork
 design, unique in silverplate.

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 adaptable to any decorating scheme.

ADORATION If you want a monogram, this
 simple, yet elegant design is for you!





BETTE DAVIS AS MARGO CHANNING, AN AGING ACTRESS, STRUGGLES OUT OF ANTE-BELLUM GOWN BACKSTAGE

WHAT THEY SAY ABOUT EVE AIN'T SO



YOUNG ASPIRANT to stardom named Eve Harrington (Anne Baxter) gets her hands on Margo's gown, looks in a mirror to see how it becomes her.

The world of the theater is a savage Darwinian nightmare in which an actress only gets ahead by clawing her predecessor to ribbons. This, at least, seems to be the moral of the new 20th Century-Fox picture *All About Eve*, a long (two-and-a-quarter-hour) look at Broadway. Tossing around epigrams with the profusion but hardly the polish of Oscar Wilde, Director-Writer Joseph Mankiewicz tells how a young viper of an aspiring actress attaches herself to an aging prima donna of Broadway, becomes her confidante, intrigues against her, finally takes her place. The older woman, played brilliantly by Bette Davis, puts up a fight, finally decides she will be better off concentrating on marriage. The young viper has hardly time to taste the fruits of glory when a snake turns up in her garden too: a still younger actress who, it is hinted, is going to repeat the whole process.

Intriguing as this grisly idea is, it bears little relation to the facts of life. Any look (p. 32) at the hits of the past few stage seasons is enough to show that the big romantic stars who keep drawing them in are not hurt by being on the far side of 45. Bette Davis in the movie is obviously modeled on Tallulah Bankhead. Lord help any actress with a simpering baby face and evil disposition who tried to push *her* aside!



YOUNGER ASPIRANT, a Brooklyn high school girl (Barbara Bates), starts preying on Eve when Eve becomes famous, surreptitiously tries on her mantle.



For a carefree
trip...



FOR RAILROAD TRAVEL AT ITS BEST

Go Pullman

COMFORTABLE, DEPENDABLE,
AND-ABOVE ALL-SAFE!

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"All About Eve" CONTINUED



MARGO STRAIGHTENS STOCKING while she holds forth in dressing room to a stage-struck admirer named Eve and to Bill, her fiancé—played by Gary Merrill who married Bette Davis in real life after making the picture.



SHE SLOUCHES angrily in theater lobby as she learns from Critic De Witt (George Sanders) that Eve is now her understudy. De Witt's sardonic cracks and cigaret holder are rumored to be based on those of George Jean Nathan.



SHE TELLS OFF EVE at a birthday party for Bill. Feeling her age in presence of her more youthful fiancé, she whirls on Eve for standing up when she comes in and says coldly, "Please stop acting as if I were the queen mother."

CONTINUED ON PAGE 82

Fast help for HEADACHE

Upset Stomach • Jumpy Nerves



Today more people than ever before use Bromo-Seltzer. Because this time-proved product gives fast help. Not only for headache pain, but also for the upset stomach and jumpy nerves that often go with it.

Quick! Pleasant! Bromo-Seltzer effervesces with *split-second action*, ready to go to work at once. And it is so refreshing! You must be satisfied or your money back! Caution: Use only as directed.

Get Bromo-Seltzer at your drug store fountain or counter today. It's a product of the Emerson Drug Co. since 1887.



Quick,
Cooling
Relief
for
Athlete's
Foot!



DISCOVER QUINSANA'S AMAZING RESULTS
ON CRACKS, PEELING BETWEEN TOES!

■ Tests prove that 9 out of 10 get relief from itching, burning Athlete's Foot with Quinsana treatment. *It's the world's largest selling Athlete's Foot Powder!*

■ Quinsana's antiseptic action helps prevent the growth of the fungi that cause Athlete's Foot. It works fast to relieve the misery of itching, cracking, peeling between toes. And daily Quinsana use helps prevent the recurrence of Athlete's Foot!

Relieve Burning Tired Feet!... Soothing, cooling Quinsana helps keep feet dry, comfortable. It acts to absorb excessive perspiration... helps combat foot odor.

Shake Quinsana on your feet. Shake it in shoes to help absorb sweat. Use Quinsana every day!

MENNEN **QUINSANA**
ATHLETE'S FOOT POWDER

THROUGH A GLASS, DARKLY...

That's the way millions of could-be friends in other countries view the U.S. and Americans—through a glass, darkly. And the cause is not faulty vision or lack of interest among people of other lands, but rather a poor projection of American realities.

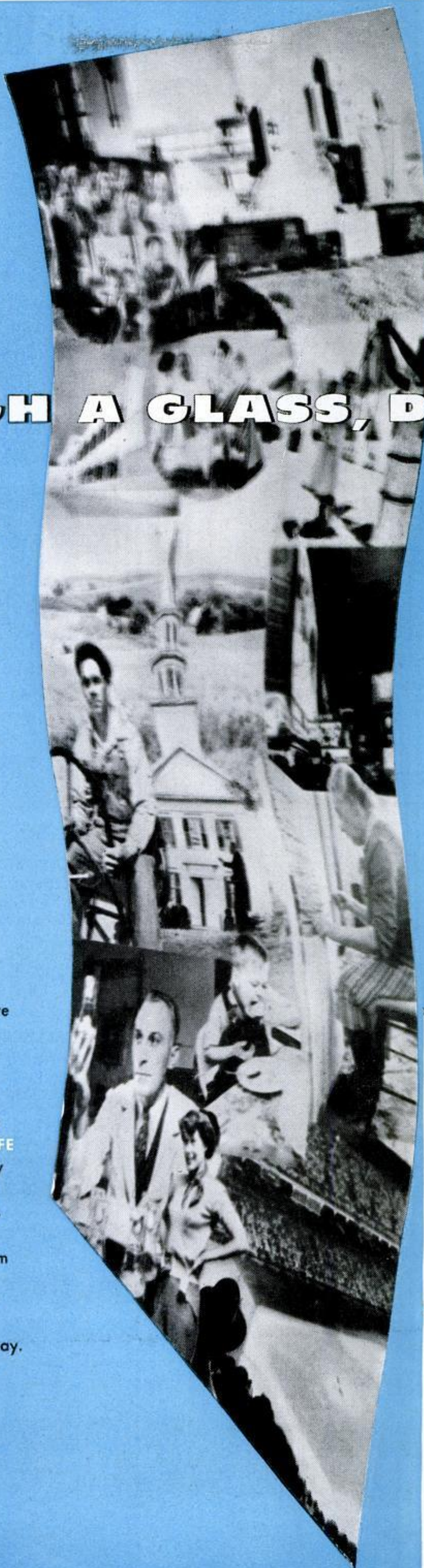
After fighting through two world wars and finding no peace to follow, we've come at last to realize that we have to "sell" ourselves and our way of life even to those with whom we share our treasure. We have to clear up misconceptions in millions of minds and combat lies our enemies spread about us.

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VENERABLE STARS STILL SHINE



HELEN HAYES, 50, can still play the charmer. In last season's production of Joshua Logan's *The Wisteria Trees* she was a Southern lady anxiously trying to keep up her crumbling old Louisiana plantation home.



LYNN FONTANNE, 63, starred in the 1949 hit *I Know My Love*, in which she delightfully incarnated a Bostonian lady of good family during 50 years of married life. She is now on the road touring with the play.

KATHERINE CORNELL, 52, portrayed a glamorous noblewoman in *That Lady* (1949). She is planning this season to do a revival of Shaw's *Captain Brassbound's Conversion*, in which she beguiles an Arab chief.



TALLULAH BANKHEAD, 48, has just finished a successful tour in her raucous and athletic revival of Noel Coward's comedy *Private Lives*. She has been mentioned for a number of roles in the coming Broadway season.



"I know what I like
...and I've got 'em!"

"I'm a one-brand woman about sheets...I've always used Pequots! Alas, during the war I had to fill out with another brand. But...my old pre-war Pequots are still whiter, smoother, firmer. Was I glad when I could and did get my beloved Pequots again!"

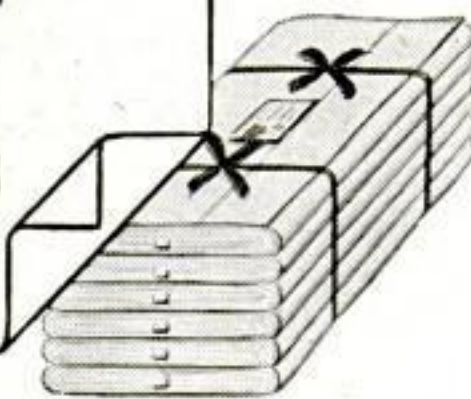
Mrs. B. Christman, Springfield, Ohio

Try amazing plus-service Pequots. You, too, will truly love their fresh and lasting beauty and the lovely way they mellow through years of extra wear. Pequot Mills, Salem, Mass.



Pronounced
'PEE-KWAT'

PEQUOT
plus-service
SHEETS



BESTFORM



put your curves
in their proper place

... give your good lines a chance to show, do it firmly and with flattery—just slip into Bestform's all nylon girdle. It has nylon taffeta front, sides and back and boned nylon diaphragm, with four sections of nylon leno elastic that trims and slims.

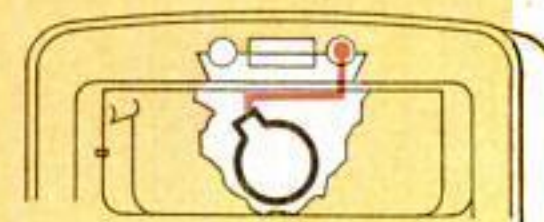
■ Style 5667—16" sizes 25 to 34. White and pink. \$5.95. ■ Nylon taffeta bra with embroidered nylon marquisette trim—style 6077. \$2.00.

*no finer fit
at any price*



HERE'S HOW **FROST-FREE** WORKS

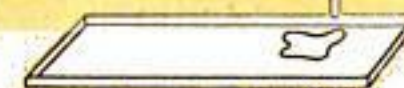
When frost starts to build up
BUTTON SIGNALS TO HEATER



Warm refrigerant
flows through coils of Freeze
Chest. Frost quickly melts.
FREEZE CHEST STAYS COLD



Defrost water drains
to unit compartment.
**IS EVAPORATED
AUTOMATICALLY**



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**THE WORLD'S FIRST AND ONLY
FULLY AUTOMATIC REFRIGERATOR**

...of course, it's electric!

"At Last! I'm Free . . .

thanks to my new

WESTINGHOUSE **FROST-FREE*** REFRIGERATOR"

Yes, she's free forever from the nuisance of disposing of defrost water. Free of floors to mop and mess to clean up when defrosting is done. Every part of her new Westinghouse Refrigerator is entirely FROST-FREE . . . even the Freeze Chest.

Another grand thing about it is that you never need to remove frozen foods before defrosting. You never have to worry that they'll thaw while

defrosting is going on. This revolutionary new FROST-FREE Refrigerator *automatically* defrosts itself *so fast* that frozen foods . . . even easy-to-melt ice cream and frozen fruits . . . stay hard all the time, *right in the Freeze Chest*.

Nor is there ever any frost to scrape or melt. The FROST-FREE is the *first and only* Refrigerator that automatically defrosts itself when . . . *and only*

when . . . defrosting is needed. There's nothing for you to touch . . . nothing for you to do. You just plug it in and use it.

But that's only half the story of this great new FROST-FREE. Wait until you see the full-width Freeze Chest, the new Butter Keeper, roast-deep Meat Keeper . . . and a dozen more special features. See this marvelous new FROST-FREE at your retailer's today. Westinghouse Electric Corporation, Appliance Division, Mansfield, Ohio.

* Trade Mark

See TV's Top Dramatic Show . . . "Westinghouse STUDIO ONE" . . . Every Week

YOU CAN BE **SURE**..IF IT'S **Westinghouse**





Did you ever think that a day would ever come when you could sleep on the famous Beautyrest* for the price of only three slices of bread a day?

You see, the price tag on Beautyrest reads "\$64.50." But Beautyrest is guaranteed for at least

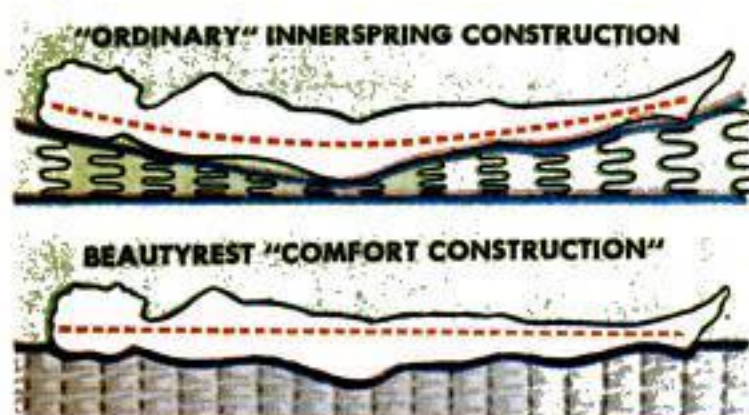
10 years. When you break the price down into 10 years you get \$6.45 a year—or about 1½¢ a night. That figures to less than the price of three slices of bread a day!

And what a marvelous mattress you get! A mat-

tress slept on by kings, queens, a President, and people in high places the world over!

Get your Beautyrest mattress today! See your dealer now! (Matching Beautyrest Box Spring also only \$64.50.)

YOURS! All yours...the one and only BEAUTYREST
...for the price of three slices of bread a day!



Beautyrest gives you better rest! Note (top) how ordinary mattress lets spine sag. Note (bottom) how Beautyrest mattress gives spine-perfect "Levelized Support." Each of the 837 springs in Beautyrest is in a separate pocket—can't pull others down.

TESTS PROVE BEAUTYREST FIRMEST!



Dr. Taylor

A test that was made recently at the United States Testing Co. by Dr. T. Smith Taylor proved Beautyrest the firmest of ALL mattresses tested.

A man was lowered onto heat-treated plastic sheets covering the mattress. When the plastic cooled, the depth his body had sunk into the mattress was measured. Beautyrest proved **FIRMEST**, the most "levelized" of all.



Beautyrest lasts longer! Torture Tester proves Beautyrest will actually outlast other mattresses. In tests made by the United States Testing Co. with a 275-pound roller, Beautyrest lasted *more than TWICE as long* as any other mattress tested!



Beautyrest still comfortable after 21 years! "All of my mattresses," says Mrs. Lillian B. Marcille of Rochester, N. Y., "are Beautyrest, purchased in 1929 and used steadily with matching box-springs. All are still giving ultimate comfort and luxury."

Only Simmons makes BEAUTYREST

ALSO FROM THE HOUSE OF SIMMONS: Deepsleep* Mattress, Hide-A-Bed,* Babybeauty* Crib Mattress, and Ace* Spring.

*TRADE-MARK REG. U.S. PATENT OFFICE. COPR. 1950 BY SIMMONS CO., MDSE. MART, CHICAGO, ILL.



SAVAGELY THRUSTING HIS ANTLERS INTO NECK AND SHOULDERS OF HIS LEADER WHO IS WITHOUT HORNS, ASSAILING DEER TOSSES KING HIGH INTO AIR

BATTLING BUCKS

An ambitious deer tries sneak attack on his dehorned leader

Almost all year round, the deer has a shy and gentle disposition. But in the autumn, when the male's antlers are fully grown and the mating season begins, the bucks furiously battle for the does. Because of this, California's World Jungle Compound, a wild-game farm, every fall dehornes its stags so they will not damage each other. This year, as a photographer took pictures of the process, everything went along fine

until the king of the herd had his horns sawed off. Then, from behind a temporary enclosure, another deer, its antlers still intact, charged. Knocking over a flimsy barricade, he threw the king against a wire fence (*above*). The keepers drove off the assailant by prodding him with poles, then grabbed him and sawed off his horns too. Now on equal terms with the king, the usurper settled down to following his leader.

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whispered precision ...
in watches known,
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by the world's
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14 Kt. gold, 17 jewels, \$71.50 (fed. tax incl.).
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Battling Bucks CONTINUED



SAWING OFF HORNS takes about four minutes. Two men hold the deer as another saws an inch from skull. In a year a new set of horns will have grown.



CARRYING DEER TO SAFETY, man at right watches other bucks who have not yet lost horns. This deer's horns are now too short to do any damage.



DEHORNED BUT STILL EAGER, the two bucks in the background engage in harmless head-butting duel which is mostly for the benefit of the does.

Van Raalte

"BECAUSE YOU LOVE NICE THINGS"



Color quartet in the nicest of nylon

Again, Van Raalte makes the news in nylon—dipping this precious fabric in couturier colors—styling a lovely slip collection in slimmer, slenderer lines.

They're all nylon, even to the net and permanently pleated lace; nylon—so long on wear, so easy to care for. They wash, they dry—all in a wink, with never a touch of the iron. And they come in wonderful Fall 1950 colors, including Fawn, Cloud White, Navy and Petal Pink shown. From \$6.95 to \$10.95—at better stores everywhere.



—and Van Raalte is famous for gloves and stockings, too.



FIELD-MARSHAL VISCOUNT MONTGOMERY OF ALAMEIN

The Middle East had become a graveyard for British military reputations when the circumstances related in this issue by Mr. Churchill led to the appointment of General Bernard Montgomery as commander of the greatly strengthened Eighth Army. "Monty" was a strong-minded personality with a colorful mixture of Napoleonic and Cromwellian attributes that were soon familiar to newspaper readers everywhere. For him the North African desert became a highway to glory. He received

promotion to field-marshal, ennoblement as a viscount and finally, in 1946 became Chief of the Imperial General Staff. Two years ago he resigned to become chairman of the Western Europe Commanders' in Chief Committee. When not at his headquarters at Fontainebleau near Paris he lives in northeast Hampshire in England, where he sat for this photograph beneath a favorite portrait of himself and where he keeps his collection of war mementos, some of which are shown on a following color page.

THE WAR MEMOIRS OF WINSTON CHURCHILL

FACE TO FACE WITH STALIN

Mr. Churchill travels to Hyde Park for the atomic bomb decision and to Moscow for a lesson on how the Russians deal with the West

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June 1942 was an anxious month. Stalin was restive about the Allied failure, as he saw it, to open a second front. In North Africa, General Claude Auchinleck's forces were being driven back from territory captured earlier from the Italians, but they still held the vital port of Tobruk in Cyrenaica. Then there was the problem of the

WE both felt painfully the dangers of doing nothing. We knew what efforts the Germans were making to procure supplies of "heavy water"—a sinister term, eerie, unnatural, which began to creep into our secret papers. What if the enemy should get an atomic bomb before we did!

If the Americans had not been willing to undertake the venture we should certainly have gone forward on our own. I was however very glad when the President said he thought the United States would have to do it. I have no doubt that it was the progress that we had made in Britain and the confidence of our scientists in ultimate success imparted to the President that led him to his grave and fateful decision.

Late on the night of the 20th the Presidential train bore us back to Washington, which we reached about eight o'clock the next morning. I read telegrams for an hour, had my breakfast and then went to see the President in his study. General Ismay came with me. Presently a telegram was put into the President's hands. He passed it to me without a word. It said, "Tobruk has surrendered." This was so surprising that I could not believe it. I therefore asked Ismay to inquire of London by telephone. In a few minutes he brought the following message: "Tobruk has fallen, and . . . there is a possibility of heavy air attack on Alexandria in near future. . . ."

This was one of the heaviest blows I can recall during the war. In Tobruk a garrison of 35,000 seasoned soldiers had laid down their arms to perhaps one-half of their number. I did not attempt to hide from the President the shock I had received. It was a bitter moment. Defeat is one thing; disgrace is another. "What can we do to help?" said Roosevelt. I replied at once, "Give us as many Sherman tanks as you can spare, and ship them to the Middle East as quickly as possible." The President sent for General Marshall, who arrived in a few minutes, and told him of my request. Marshall replied, "Mr. President, the Shermans are only just coming into production. The first few hundred have been issued to our own armoured divisions, who have hitherto had to be content with obsolete equipment. It is a terrible

atom bomb: successful experiments on both sides of the Atlantic had raised the question: should production of atomic bombs be attempted, and if so where? This brought Mr. Churchill, who was sure that the African Desert front would be stabilized and Tobruk held, to talk with Roosevelt in the U.S. They conferred at Hyde Park on June 19.

thing to take the weapons out of a soldier's hands. Nevertheless, if the British need is so great they must have them; and we could let them have a hundred 105-mm. self-propelled guns in addition."

The surrender of Tobruk reverberated round the world. On the 22nd Hopkins and I were at lunch with the President in his room. Presently Mr. Elmer Davis, the head of the Office of War Information, arrived with a bunch of New York newspapers, showing flaring headlines about ANGER IN ENGLAND, TOBRUK FALL MAY BRING CHANGE OF GOVERNMENT, CHURCHILL TO BE CENSURED. I had been invited to visit one of the American Army camps in South Carolina. Mr. Davis asked me whether, in view of the political situation at home, I thought it wise. I replied that I would certainly carry out the inspections as planned, and that I doubted whether I should be able to provoke twenty members into the Lobby against the Government on an issue of confidence.

At Fort Jackson we saw the mass-produced American divisions doing field exercises with live ammunition. At the end I said to Ismay: "What do you think of it?" He replied: "To put these troops against German troops would be murder." Whereupon I said: "You're wrong. They are wonderful material and will learn very quickly."

On the 25th I set out for Baltimore, where my flying-boat lay. The narrow closed-in gangway which led to the water was heavily guarded by armed American police. There seemed to be an air of excitement, and the officers looked serious. Before we took off I was told

that one of the plain-clothes men on duty in the gangway had been caught fingering a pistol and heard muttering that he would "do me in," with some other expressions of an unappreciative character. He had been pounced upon and arrested. Afterwards he turned out to be a lunatic. Crackpates are a special danger to public men, as they do not have to worry about the "get away."

On his return to London Winston Churchill found that a motion of censure had been proposed in the House of Commons against him. For two days critics assailed Mr. Churchill's conduct of the war. Then he wound up the debate:

"There is an agitation in the Press, which has found its echo in a number



WITH AUCHINLECK, Churchill inspected the Eighth Army after Tobruk fell, then made recommendations to War Cabinet that brought Alexander and Montgomery to the Middle East.

of hostile speeches, to deprive me of the function which I exercise in the general conduct and supervision of the war. . . .

"I am your servant, and you have the right to dismiss me when you please. What you have no right to do is to ask me to bear responsibilities without the power of effective action. . . .

"The mover of this Vote of Censure has proposed that I should be stripped of my responsibilities for Defence in order that some military figure or some other unnamed personage should assume the general conduct of the war, that he should have complete control of the Armed Forces of the Crown, that he should be the Chief of the Chiefs of Staff, that he should nominate or dismiss the generals or the admirals . . . that he should have under him a Royal Duke as Commander-in-Chief of the Army, and finally, I presume, though this was not mentioned, that this unnamed personage should find an appendage in the Prime Minister to make the necessary explanations, excuses, and apologies to Parliament when things go wrong, as they often do and often will. That is . . . a system very different from the Parliamentary system under which we live. It might easily amount to or be converted into a dictatorship. I wish to make it perfectly clear that as far as I am concerned I shall take no part in such a system. . . ."

Winston Churchill's prophecy to his American friends was remarkably accurate: on the vote of confidence only 25 out of 500 votes were cast against him. Thereupon he set out for the Middle East and Moscow. His talks with officers in Cairo and in the Desert led him to recommend that Auchinleck be replaced as commander in chief by Alexander and that Montgomery be appointed to command the Eighth Army under Alexander. Montgomery had just previously been assigned to work with Eisenhower on plans for the invasion of French North Africa. He was told about his new post in Africa by General Sir Hastings Ismay, chief of staff to the prime minister. Mr. Churchill recalls that the two talked on their way to the airport from which Montgomery was to fly to Cairo:

A story—alas, not authenticated—has been told of this conversation. Montgomery spoke of the trials and hazards of a soldier's career. He gave his whole life to his profession, and lived long years of study and self-restraint. Presently fortune smiled, there came a gleam of success, he gained advancement, opportunity presented itself, he had a great command. He won a victory, he became world-famous, his name was on every lip. Then the luck changed. At one stroke all his life's work flashed away, perhaps through no fault of his own, and he was flung into the endless catalogue of military failures. "But," expostulated Ismay, "you ought not to take it so badly as all that. A very fine army is gathering in the Middle East. It may well be that you are not going to disaster." "What," cried Montgomery, sitting up in the car. "What do you mean? I was talking about Rommel!"

From Cairo Mr. Churchill flew to Moscow to meet with Stalin. Averell Harriman accompanied him to represent the U.S. Here is Mr. Churchill's recollection of his thoughts as he neared Moscow:

I pondered on my mission to this sullen, sinister Bolshevik State I had once tried so hard to strangle at its birth, and which, until Hitler appeared, I had regarded as the mortal foe of civilised freedom. What was it my duty to say to them now? General Wavell, who had

literary inclinations, summed it all up in a poem (*below*). There were several verses, and the last line of each was "No Second Front in nineteen forty-two." It was like carrying a large lump of ice to the North Pole. Still, I was sure it was my duty to tell them the facts personally and have it all out face to face with Stalin, rather than trust to telegrams and intermediaries. At least it showed that one cared for their fortunes and understood what their struggle meant to the general war. We had always hated their wicked régime, and, till the German flail beat upon them, they would have watched us

being swept out of existence with indifference and gleefully divided with Hitler our Empire in the East.

At about five o'clock the spires and domes of Moscow came in sight. We circled around the city by carefully prescribed courses along which all the batteries had been warned, and landed on the airfield which I was to revisit during the struggle. Here was Molotov at the head of a concourse of Russian generals and the entire Diplomatic Corps. A strong guard of honour, faultless in attire and military punctilio, was inspected, and marched past after the band had played the national anthems of the three Great Powers whose unity spelt Hitler's doom.

M. Molotov drove me in his car to my appointed residence, eight miles out of Moscow, "State Villa No. 7." I lowered the window for a little more air, and to my surprise felt that the glass was over two inches thick. This surpassed all records in my experience. "The Minister says it is 'more prudent,'" said Interpreter Pavlov. In a little more than half an hour we reached the villa.

Everything was prepared with totalitarian lavishness. There was placed at my disposal, as aide-de-camp, an enormous, splendid-looking officer (I believe of a princely family under the Czarist régime), who also acted as our host and was a model of courtesy and attention. A number of veteran servants in white jackets and beaming smiles waited on every wish or movement of the guests. A long table in the dining-room and various sideboards were laden with every delicacy and stimulant that supreme power can command. I was conducted through a spacious reception room to a bedroom and bathroom of almost equal size. Blazing, almost dazzling, electric lights displayed the spotless cleanliness.

The hot and cold water gushed. I longed for a hot bath after the length and the heat of the journey. All was instantly prepared. I noticed that the basins were not fed by separate hot and cold water taps and that they had no plugs. Hot and cold turned on at once through a single spout, mingled to exactly the temperature one desired. Moreover, one did not wash one's hands in the basins, but under the flowing current of the taps. In a modest way I have adopted this system at home. If there is no scarcity of water it is far the best.

After all necessary immersions and ablutions we were regaled in the dining-room with every form of choice food and liquor, including of course caviar and vodka, but with many other dishes and wines from France and Germany far beyond our mood or consuming powers. Besides, we had but little time before starting for Moscow. I had told Molotov that I should be ready to see Stalin that night, and he proposed seven o'clock.

BALLADE OF THE SECOND FRONT

General Sir Archibald Wavell, on the staff accompanying Churchill to Moscow, celebrated the meeting in poetry. Latin opening means "Prime Minister speaks."

MOST PERSONAL & VERY SECRET

Prime Minister loquitur.

I

I do not like the job I have to do,
I cannot think my news will go down well:
Can I convince them of our settled view?
Will Stalin use Caucasian oaths and yell?
Or can I bind him with my midnight spell?
I'm really feeling rather in a stew.
It's not so hot a thing to have to sell—
NO SECOND FRONT in 1942.

II

I thought so: things are stickier than glue,
They simply hate the tale I have to tell;
Stalin and Molotov are looking blue,
If I give in an inch, they'll take an ell.
I wonder if they'll put me in a cell
And deal with me like Hitler with a Jew.
It's not so hot a thing to have to sell—
NO SECOND FRONT in 1942.

III

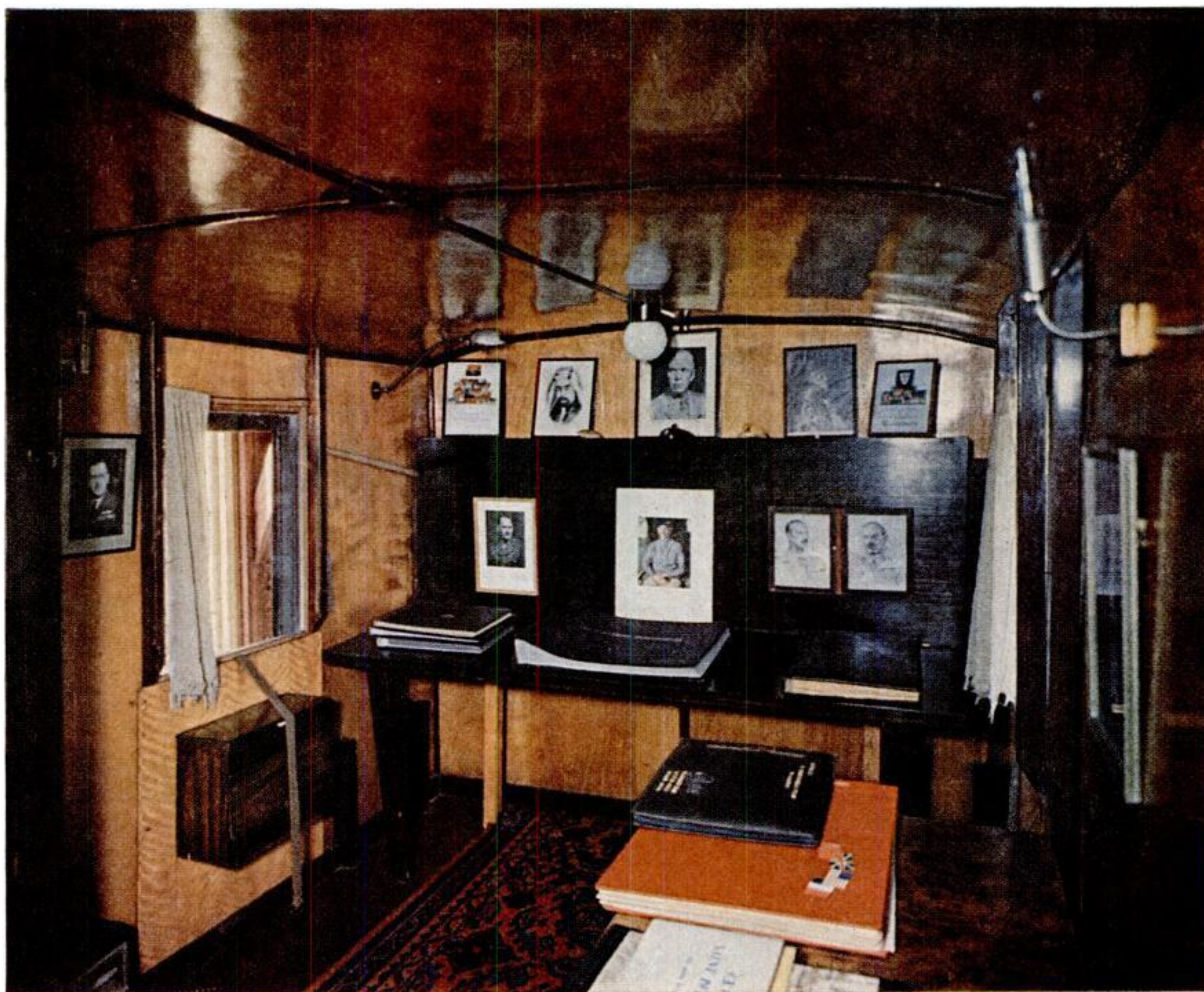
Come, things are taking on a rosier hue,
The whole affair has got a better smell,
I think that after all we'll put it through.
Though not as merry as a wedding bell,
The sound is now less like a funeral knell.
Another vodka, Joe? Here's fortune! Phew!
I've got away with what I came to sell—
NO SECOND FRONT in 1942.

ENVOI

Prince of the Kremlin, here's a fond farewell,
I've had to deal with many worse than you.
You took it, though you hated it like hell—
NO SECOND FRONT in 1942.

TEXT CONTINUED ON PAGE 95

CARAVAN whose interior is shown at the right belonged to Italian general and was later used by Rommel before it was captured by Montgomery's troops. Churchill slept here once, on a bed made up on table-like contraption in the center. At top of wall behind it are framed Montgomery's decoration ribbons as of February 1948 (left) and January 1944 (right).

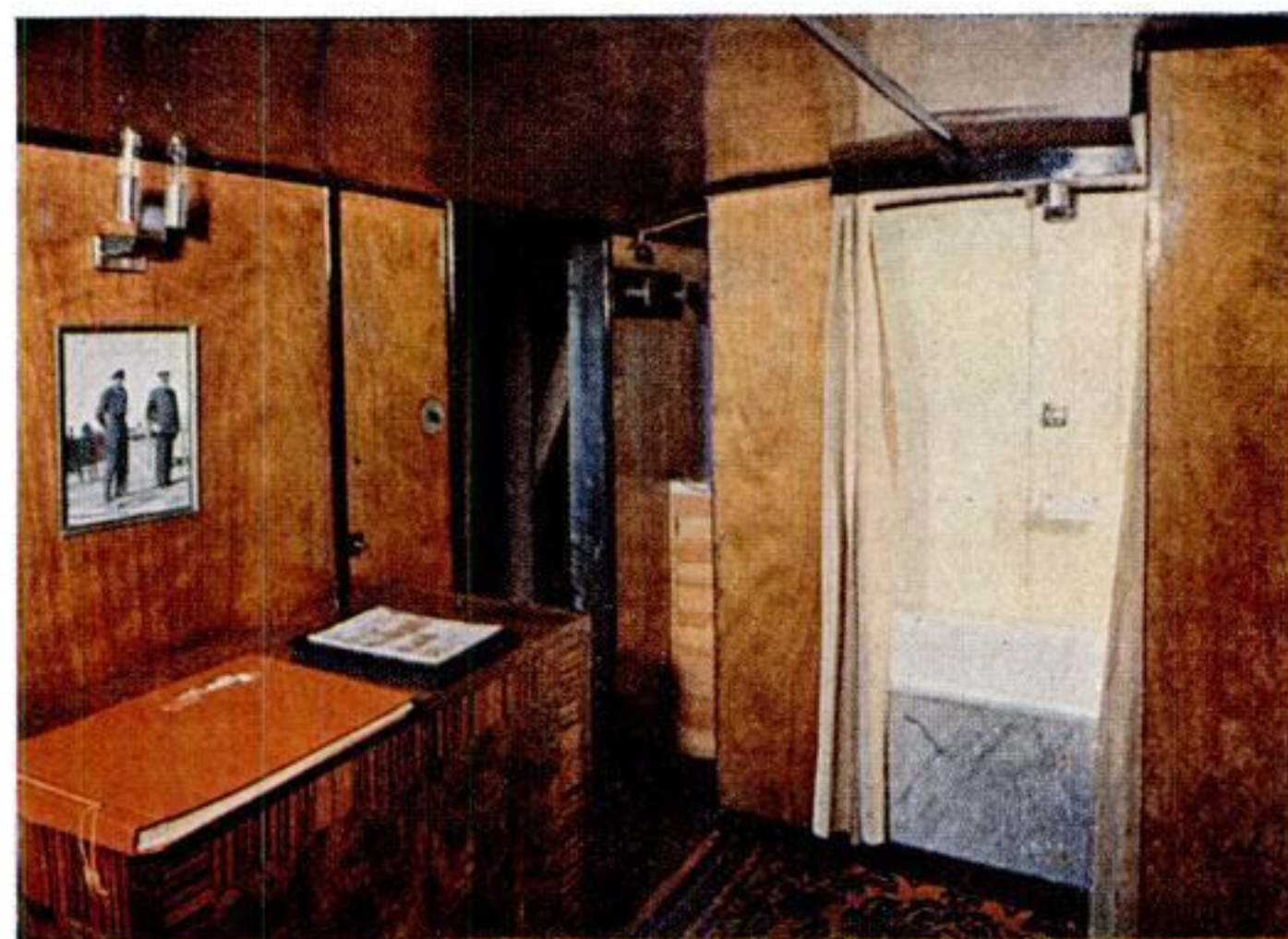


MONTY'S OWN WAR MUSEUM

What is very likely the most extensive collection of World War II memorabilia in private hands is housed in a building of its own at Viscount Montgomery's home. It is called the Caravan Shed because most of the space in it is given to three trailers—the British call them caravans—used by Montgomery during the war. Two of the trailers were enemy vehicles and came into Montgomery's possession by the fortunes of war; the third was built to his specifications for the Normandy campaign. Materials from which the shed was constructed were donated by admirers from various parts of the Commonwealth.



TAPESTRY of regimental badges was made by wounded soldiers. Inscribed board commemorates German surrender to Montgomery at Luneburg Heath.



BATHTUB occupies other end of the trailer shown at top. At left is a photograph of Montgomery and Churchill at Tripoli in February 1943.



AT DIEPPE an ambitious operation started with landings on both flanks of town (*center*). Only one of these came off properly, resulting in

destruction of ammunition dump (*far right*). Elsewhere murderous crossfire met attackers, less than half of whom survived to be evacuated.

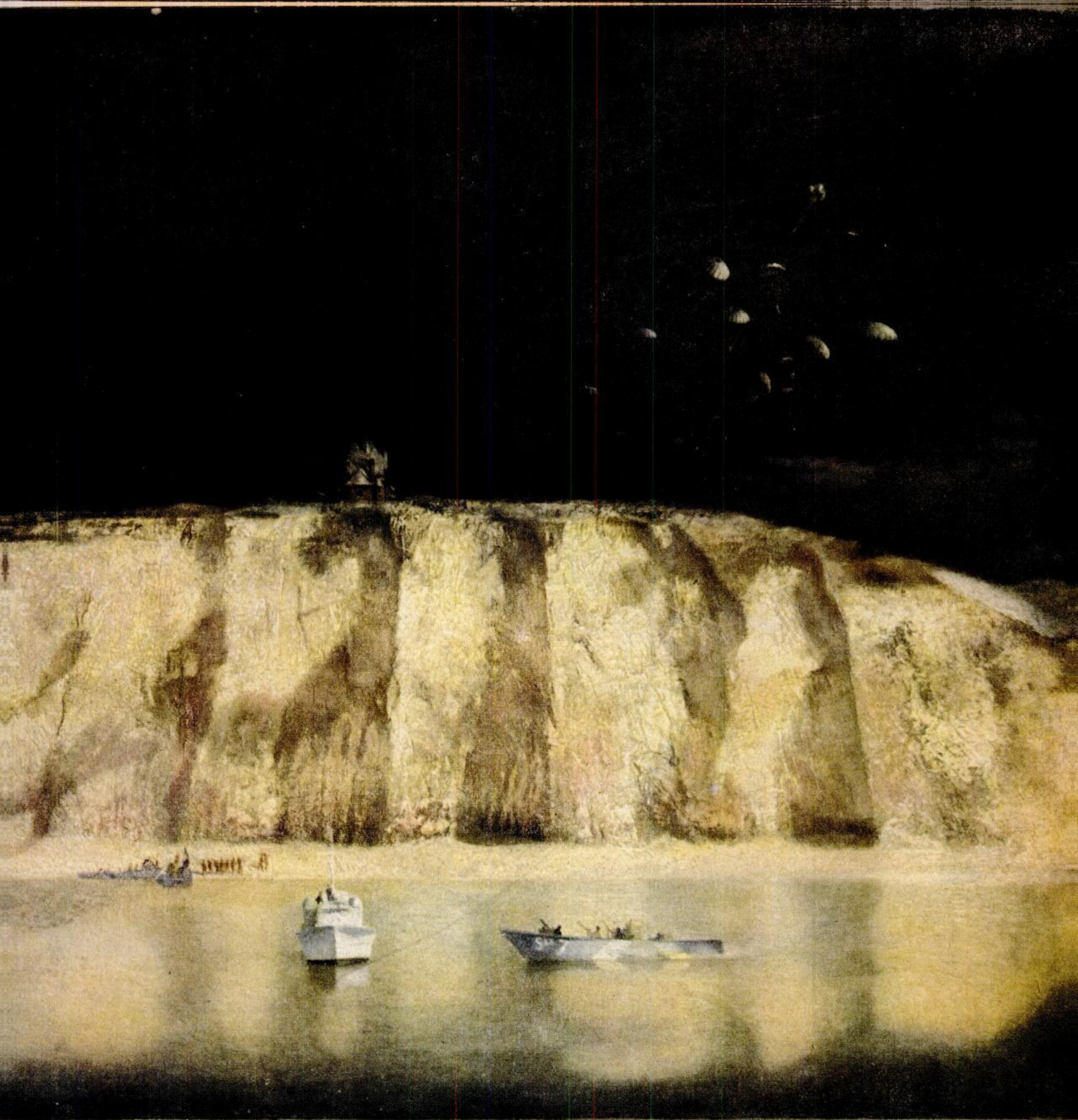


AT ST. NAZAIRE a destroyer braved heavy shellfire to ram the lock gates, which shattered when she blew up. A landing force jumped ashore

meanwhile to wreck the dock machinery. The destroyer's escort vessel (*left*) got away safely, but only 56 of the landing party of 268 escaped.

THE RAIDS OF 1942

Churchill explains
what they achieved



AT BRUNEVAL, on the Channel coast, Commando paratroops were dropped in midwinter to seize radio-location equipment and operators

hampering British air operations. They got their job done, climbed down the cliff, nearly 400 feet high, and were taken off the beach by the Navy.

Apart from air raids, the Allies were able to strike at the Germans in Europe only with hit-and-run attacks in 1942. Three forays on the French coast shown here in paintings by Norman Wilkinson (*bottom, opposite page*) and Richard Eurich (*above and top of opposite page*) are analyzed by Mr. Churchill. The Bruneval raid, he reveals, brought back valuable intelligence. The "brilliant and heroic exploit" of St. Nazaire deprived the Germans of repair facilities for the battleship *Tirpitz*. The Dieppe landing has been the object of severe criticism

because of its heavy casualties, most of them Canadian, and because it seemingly got nowhere. But Mr. Churchill defends it on the ground that it "occupies a place of its own in the . . . war. . . . It was a costly but not unfruitful reconnaissance-in-force. . . . It shed revealing light on many shortcomings in our outlook. It taught us to build . . . various new types of craft and appliances. . . . We learnt again the value of powerful support by heavy naval guns in an opposed landing, and our bombardment technique, both marine and aerial, was thereafter im-

proved. Above all it was shown that individual skill and gallantry without thorough organisation and combined training would not prevail, and that teamwork was the secret of success. This could only be provided by trained and organised amphibious formations. . . . Strategically the raid served to make the Germans more conscious of danger along the whole coast of Occupied France. This helped to hold troops and resources in the West, which did something to take the weight off Russia. Honour to the brave who fell. Their sacrifice was not in vain."

AS MODERN AS TOMORROW...
New! Better! Just *Naturally* Colorful!



Would you want this.....when you can have this?

Seagram's *Ancient Bottle* Gin

DISTILLED DRY

MODERN? Yes! Here's a gin as modern as your new, compact 35mm speed camera. It's different, too. Seagram's Gin is made in a leisurely way—a patient and deliberate way—unique with Seagram's. It's the new *Golden Gin*. Smooth and pleasant to the taste.

Seagram's is so blendable it makes a more delicious Collins or Rickey *every time*. And your Martini can be as dry as you like.

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TIME, 7 P.M.; PLACE, THE KREMLIN

I REACHED the Kremlin, and met for the first time the great Revolutionary Chief and profound Russian statesman and warrior with whom for the next three years I was to be in intimate, rigorous, but always exciting, and at times even genial, association. Our Conference lasted nearly four hours.

The first two hours were bleak and sombre. I began at once with the question of the Second Front, saying that I wished to speak frankly and would like to invite complete frankness from Stalin. When Molotov had come to London I had told him that we could make no promises about 1942, and had given Molotov a memorandum to this effect. Since then an exhaustive Anglo-American examination of the problem had been carried out. The British and American Governments did not feel themselves able to undertake a major operation in September, which was the latest month in which the weather was to be counted upon. But, as Stalin knew, they were preparing for a very great operation in 1943.

I told Stalin that I was well aware that this plan offered no help to Russia in 1942, but thought it possible that when the 1943 plan was ready it might well be that the Germans would have a stronger army in the West than they now had. At this point Stalin's face crumpled up into a frown, but he did not interrupt. I then said I had good reasons against an attack on the French coast in 1942. We had only enough landing-craft for an assault landing on a fortified coast—enough to throw ashore six divisions and maintain them. If it were successful, more divisions might be sent, but the limiting factor was landing-craft, which were now being built in very large numbers. For one division which could be carried this year it would be possible next year to carry eight or ten times as many.

Stalin, who had begun to look very glum, seemed unconvinced by my argument, and asked if it was impossible to attack any part of the French coast. I showed him a map which indicated the difficulties of making an air umbrella anywhere except actually across the Straits. He did not seem to understand, and asked some questions about the range of fighter planes. Could they not, for instance, come and go all the time? I explained that they could indeed come and go, but at this range they would have no time to fight, and I added that an air umbrella to be of any use had to be kept open. He then said that there was not a single German division in France of any value, a statement which I contested. There were in France twenty-five German divisions, nine of which were of the first line. He shook his head. I said that I had brought the Chief of the Imperial General Staff and General Sir Archibald Wavell with me in order that such points might be examined in detail with the Russian General Staff. There was a point beyond which statesmen could not carry discussions of this kind.

Stalin, whose glumness had by now much increased, said that, as he understood it, we were unable to create a Second Front with any large force and unwilling even to land six divisions. I said that this was so. We could land six divisions, but it would greatly injure the big operation planned for next year. War was war but not folly, and it would be folly to invite a disaster which would help nobody. I said I feared the news I brought was not good news. If by throwing in 150,000 to 200,000 men we could render him aid by drawing away from the Russian front appreciable German forces, we would not shrink from this course on the grounds of loss. But if it drew no men away and spoiled the prospects for 1943 it would be a great error.

Stalin, who had become restless, said that his view about war was different. A man who was not prepared to take risks could not win a war. Why were we so afraid of the Germans? He could not understand. His experience showed that troops must be blooded in battle. If you did not blood your troops you had no idea what their value was. I inquired whether he had ever asked himself why Hitler did not come to England in 1940. The fact was that Hitler was afraid of the operation. It is not so easy to cross the Channel. Stalin replied that this was no analogy. The landing of Hitler in England would have been resisted by the people, whereas in the case of a British landing in France the people would be on the side of the British. I pointed out that it was all the more important therefore not to expose the people of France by a withdrawal to the vengeance of Hitler and to waste them when they would be needed in the big operation in 1943.

There was an oppressive silence. Stalin at length said that if we could not make a landing in France this year he was not entitled to demand it or to insist upon it but he was bound to say that he did not agree with my arguments.

I then unfolded a map of Southern Europe, the Mediterranean, and North Africa. What was "A Second Front"? Was it only a landing on a fortified coast opposite England? Or could it take the form of some other great enterprise which might be useful to the common cause? If, for instance, we could hold the enemy in the Pas de Calais by our concentration in Britain, and at the same time attack elsewhere—for instance, in the Loire, the Gironde, or alternatively the Scheldt—this was full of promise. There indeed was a general picture of next year's big operation. Stalin feared that it was not practicable. I said that it would indeed be difficult to land a million men, but that we should have to persevere and try.

We then passed on to the bombing of Germany, which gave general satisfaction. Stalin emphasised the importance of striking at the morale of the German population. He said that he attached the greatest importance to bombing, and that

he knew our raids were having a tremendous effect in Germany.

After this interlude, which relieved the tension, Stalin observed that from our long talk, it seemed that all we were going to do was no "Sledgehammer" [invasion of northern France in 1942], no "Round-up" [liberation of France in 1943], and pay our way by bombing Germany. I decided to get the worst over first and to create a suitable background for the project I had come to unfold. I did not therefore try at once to relieve the gloom. Indeed I asked specially that there should be the plainest speaking between friends and comrades in peril. However, courtesy and dignity prevailed.

The moment had now come to bring "Torch" [invasion of French North Africa] into action. I said that I wanted to revert to the question of a Second Front in 1942. I did not think France was the only place for such an operation. We and the Americans had decided upon another plan, which I was authorised by the American President to impart to Stalin secretly. I emphasised the vital need of secrecy. At this Stalin sat up and grinned and said that he hoped that nothing about it would appear in the British Press.

I then explained precisely Operation "Torch." Stalin became intensely interested. His first question was what would happen in Spain and Vichy France. A little later on he remarked that the operation was militarily right, but he had political doubts about the effect on France. He asked particularly about the timing, and I said not later



ARRIVAL

At the Moscow airport Foreign Commissar Molotov met Churchill and escorted him to a state villa reserved for his use. Averell Harriman, representing Roosevelt, is in background.

than October 30, but the President and all of us were trying to pull it forward to October 7. This seemed a great relief to the Russians.

I then described the military advantages of freeing the Mediterranean, whence still another front could be opened. To illustrate my point I had meanwhile drawn a picture of a crocodile, and explained to Stalin with the help of this picture how it was our intention to attack the soft belly of the crocodile as we attacked his hard snout. And Stalin, whose interest was now at high pitch, said: "May God prosper this undertaking."

This marked the turning-point in our conversation.

Stalin then began to present various political difficulties. Would not an Anglo-American seizure of "Torch" regions be misunderstood in France? What were we doing about de Gaulle? I said that at this stage we did not wish him to intervene in the operation. The French were likely to fire on de Gaullists but unlikely to fire on Americans.

At this point Marshal Stalin seemed suddenly to grasp the strategic advantages of "Torch." He recounted four main reasons for it: first, it would hit Rommel in the back; second, it would overawe Spain; third, it would produce fighting between Germans and Frenchmen in France; and, fourth, it would expose Italy to the whole brunt of the war.

I was deeply impressed with this remarkable statement. It showed the Russian Dictator's swift and complete mastery of a problem hitherto novel to him. Very few people alive could have comprehended in so few minutes the reasons which we had all so busily been wrestling with for months. He saw it all in a flash.

I mentioned a fifth reason, namely, the shortening of the sea route through the Mediterranean. Stalin was concerned to know whether we would be able to pass through the Straits of Gibraltar. I said, it would be all right. It was clear that they all liked "Torch," though Molotov asked whether it could not be in September.

I then opened the prospect of our placing an Anglo-American Air-Force on the southern flank of the Russian armies in order to defend the Caspian and the Caucasian mountains and generally to fight in this theatre. I did not however go into details, as of course we had to win our battle in Egypt first, and I had not the President's plans for the American contribution. If Stalin liked the idea we would set to work in detail upon it. He replied that they would be most grateful for this aid, but that the details of location, etc., would require study.

We then gathered round a large globe, and I explained to Stalin the immense advantages of clearing the enemy out of the Mediterranean.

I told Stalin I should be available should he wish to see me again. He replied that the Russian custom was that the visitor should state his wishes and that he was ready to receive me at any time. He now knew the worst and yet we parted in an atmosphere of goodwill.

Tired as I was, I dictated my telegram to the War Cabinet and the President after midnight, and then, with the feeling that at least the ice was broken and a human contact established, I slept soundly and long.

Late the next morning I awoke in my luxurious quarters. I had arranged to visit Molotov in the Kremlin at noon in order to explain to him more clearly and fully the character of the various operations we had in mind. I pointed out how injurious to the common cause it would be if owing to recriminations about dropping "Sledgehammer" we were forced to argue publicly against such enterprises. I also explained in more detail the political setting of "Torch." He listened affably, but contributed nothing. I proposed to him that I should see Stalin that night.

Before leaving this urbane, rigid diplomatist's room I turned to him and said, "Stalin will make a great mistake to treat us roughly when we have come so far." For the first time Molotov unbent. "Stalin," he said, "is a very wise man. You may be sure that, however he argues, he understands all. I will tell him what you say."

I returned in time for luncheon to State Villa No. 7. Out of doors the weather was beautiful. It was just like what we love most in England—when we get it. I thought we would explore the domain. State Villa No. 7 was a fine, large, brand-new country house standing in its own extensive lawns and gardens in a fir wood of about twenty acres. There were agreeable walks, and it was pleasant in the beautiful August weather to lie on the grass or pine-needles. There were several fountains, and a large glass tank filled with many kinds of goldfish,

who were all so tame that they would eat out of your hand. I made a point of feeding them every day. Around the whole was a stockade, perhaps fifteen feet high, guarded on both sides by police and soldiers in considerable numbers. About a hundred yards from the house was an air-raid shelter. It was of the latest and most luxurious type. Lifts at either end took you down eighty or ninety feet into the ground. Here were eight or ten large rooms inside a concrete box of massive thickness. The rooms were divided from each other by heavy sliding doors. The lights were brilliant. The furniture was stylish "Utility," sumptuous and brightly coloured. I was more attracted by the goldfish.

We all repaired to the Kremlin at 11 p.m., and were received only by Stalin and Molotov, with their interpreter. Then began a most unpleasant discussion. We argued for about two hours, during which he said a great many disagreeable things, especially about our being too much afraid of fighting the Germans, and if we tried it like the Russians we should find it not so bad; that we had broken our promise about "Sledgehammer," that we had failed in delivering the supplies promised to Russia and only sent remnants after we had taken all we needed for ourselves.

I repulsed all his contentions squarely, but without taunts of any kind. I suppose he is not used to being contradicted repeatedly, but he did not become at all angry, or even animated. He reiterated his view that it should be possible for the British and Americans to land six or eight

divisions on the Cherbourg peninsula, since they had domination of the air. He felt that if the British Army had been fighting the Germans as much as the Russian Army it would not be so frightened of them. The Russians, and indeed the R.A.F., had shown that it was possible to beat the Germans. The British infantry could do the same provided they acted at the same time as the Russians. I interposed that I pardoned the remarks which Stalin had made on account of the bravery of the Russian Army. The proposal for a landing in Cherbourg overlooked the existence of the Channel.

Finally Stalin said we could carry it no further. He must accept our decision. He then abruptly invited us to dinner at eight o'clock the next night.

Accepting the invitation, I said I would leave by plane at dawn the following morning—i.e., 15th. Joe seemed somewhat concerned at this, and asked could I not stay longer. I said certainly, if there was any good to be done, and that I would wait one more day anyhow. I then explained there was no ring of comradeship in his attitude. I had travelled far to establish good working relations. We had done our utmost to help Russia, and would continue to do so. We had been left entirely alone for a year against Germany and Italy. Now that the three great nations were allied, victory was certain,



OFFICIAL SMILES

Leaving off the hostility he displayed during most of the Moscow Conference, Stalin beamed like "Uncle Joe" for the official photographer. This copy, which Churchill kept for his picture albums, is signed by himself in lower left corner; Stalin wrote his name and the date at the top.

Even warmer than the fire
was the *forgotten letter*



IT FELT GOOD to sit by the fire, having come in from the first cold blasts of October. Tom Shields had just settled himself to read the evening paper when his wife Jenny came into the room carrying a carton of papers. "I cleaned out our closet today," she said, "and I want to throw this stuff out. Now don't tell me again that it's all valuable."

"I'm sure it is," Tom laughed as Jenny sat down next to him. Tom saw that the box contained a lot of old things—newspaper clippings, photographs and letters, all in a kind of neat disorder. He picked up a letter that was dated March 20, 1933. He opened it, looking at the signature first. "Bill." Of course! Bill Fairchild.

Tom read through the letter and sat in silence for a few minutes. Then he said, "Jenny, listen to this letter. Bill Fairchild wrote it back in 1933, when we were living over in the Willow Street house."

Jenny looked up from her darning. "I saw Mrs. Fairchild just the other day. What does it say?"

Tom began to read.

Dear Tom:

I think this is going to sound a little sentimental, but that's the way I feel tonight and so here goes.

After you left, I went up to Bobby's room to take a peek at the subject of our conversation tonight. He was sound asleep—completely unmindful of the depression, the bank holidays, the general struggle going on around him. I stand between him and all that. But I can't always stand there and so it's good to know that no matter what happens to me, Bobby is going to be able to be a lawyer or a doctor or an engineer or whatever he wants to be. As I stood there I could almost see him trying a case or walking confidently into an operating room—and then I went over and patted his head and told myself to stop pushing the years so fast.

I don't imagine very many people take the trouble to tell their life insurance agent things like this, but I want you to know that I'm going to have a good night's sleep because you helped me to see Bobby's future clearly.

Sincerely,
Bill


Jenny put her darning down slowly. "Tom," she said, "I think you ought to give that letter to Mrs. Fairchild for her to send to Bobby. He's in law school now and . . ."

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CHURCHILL'S MEMOIRS CONTINUED

provided we did not fall apart, and so forth. I was somewhat animated in this passage, and before it could be translated he made the remark that he liked the tone of my utterance. Thereafter the talk began again in a somewhat less tense atmosphere.

He plunged into a long discussion of two Russian trench mortars firing rockets. He said he would let us have all information about them, but should there not be something in return? Should there not be an agreement to exchange information about inventions? I said that we would give them everything without any bargaining, except only those devices which, if carried in aeroplanes over the enemy lines and shot down, would make our bombing of Germany more difficult. He accepted this. From time to time he returned to "Sledgehammer," grumbling about it. When



CHURCHILL IN THE "COMMANDO"

In 1942 the R.A.F. Army Transport Command placed at Churchill's service an American pilot and a Liberator from which bomb racks had been removed. He used the plane to travel to Moscow.

he said our promise had not been kept I replied, "I repudiate that statement. Every promise has been kept," and I pointed to the *aide-memoire* I gave Molotov. He made a sort of apology, saying that he was expressing his sincere and honest opinions, that there was no mistrust between us, but only a difference of view.

Finally I asked about the Caucasus. Was he going to defend the mountain chain, and with how many divisions? At this he sent for a relief model, and, with apparent frankness and evident knowledge, explained the strength of this barrier. The Russian front line, which the enemy had not yet reached, was north of the main range. He said they would have to hold out for two months, when the snow would make the mountains impassable. He declared himself quite confident of their ability to do this, and also recounted in detail the strength of the Black Sea Fleet, which was gathered at Batum.

All this part of the talk was easier, but when Harriman asked about the plans for bringing American aircraft across Siberia, to which the Russians had only recently consented after long American pressing, he replied, curtly, "Wars are not won with plans."

Stalin made his salute and held out his hand to me on leaving, and I took it.

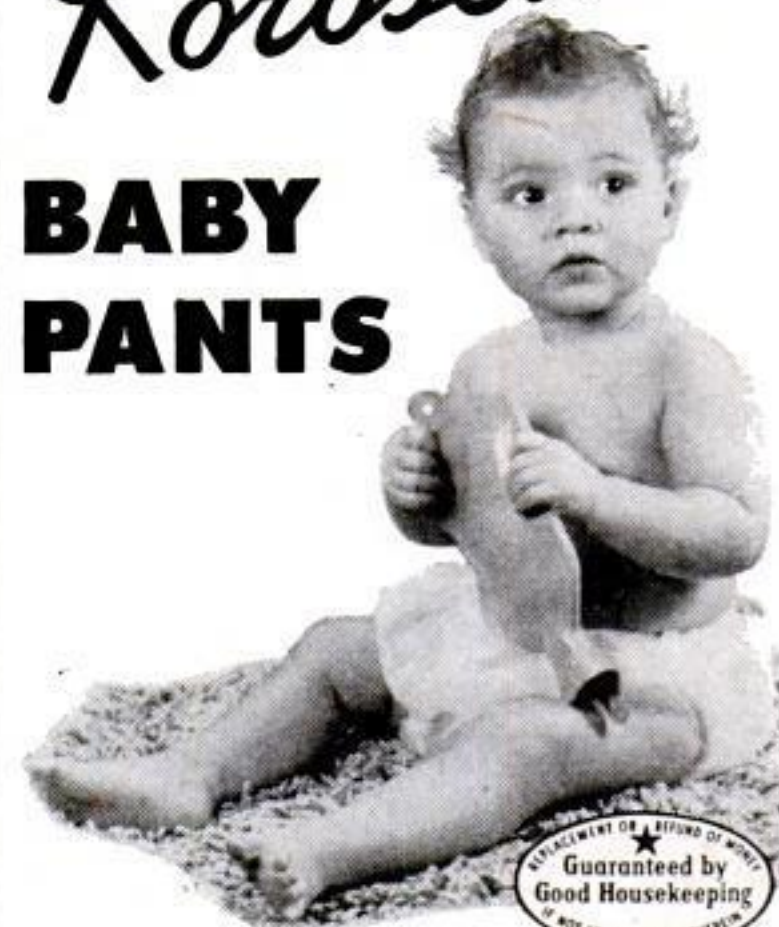
That evening we attended the official dinner at the Kremlin. Stalin and Molotov did the honours in cordial fashion. These dinners were lengthy, and from the beginning many toasts were proposed and responded to in very short speeches. Silly tales have been told of how these Soviet dinners became drinking-bouts. There is no truth whatever in this. The Marshal and his colleagues invariably drank their toasts from tiny glasses, taking only a sip on each occasion. I had been well brought up.

During the dinner Stalin talked to me in lively fashion through the interpreter Pavlov. "Some years ago," he said, "we had a visit from Mr. George Bernard Shaw and Lady Astor." Lady Astor suggested that Mr. Lloyd George should be invited to visit Moscow, to which Stalin had replied, "Why should we ask him? He was the head of the intervention." On this Lady Astor said, "That is not true. It was Churchill who misled him." "Anyhow," said Stalin, "Lloyd George was head of the Government and

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CONTINUED ON PAGE 102

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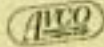
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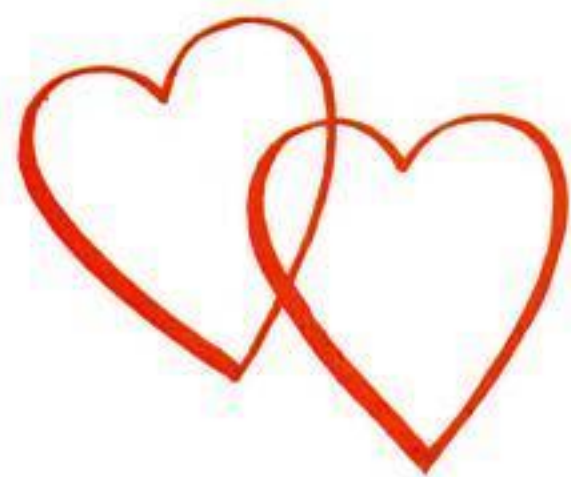
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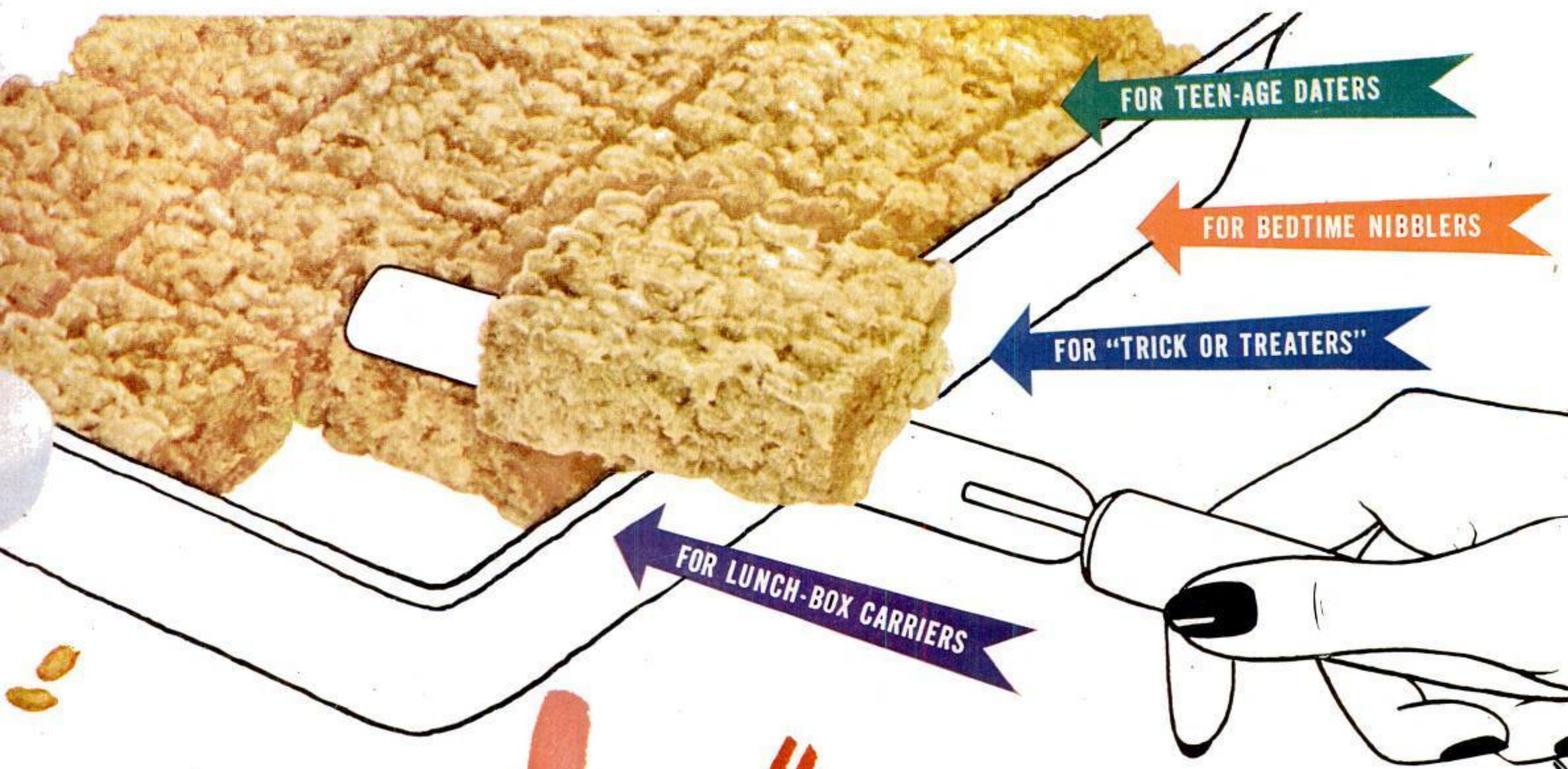
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1. Cook butter and marshmallows over boiling water until syrupy, stirring frequently.
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belonged to the Left. He was responsible, and we like a down-right enemy better than a pretending friend." "Well, Churchill is finished finally," said Lady Astor. "I am not so sure," Stalin had answered. "If a great crisis comes the English people might turn to the old war-horse." At this point I interrupted, saying, "There is much in what she said. I was very active in the intervention, and I do not wish you to think otherwise." He smiled amicably, so I said, "Have you forgiven me?" "Premier Stalin, he say," said Interpreter Pavlov, "all that is in the past, and the past belongs to God."

In the course of one of my later talks with Stalin I said, "Lord Beaverbrook has told me that when he was on his mission to Moscow in October 1941 you asked him, 'What did Churchill mean by saying in Parliament that he had given me warning of the impending German attack?' I was of course," said I, "referring to the telegram I sent you in April '41," and I produced the telegram. Stalin shrugged his shoulders. "I remember it—I did not need any warning. I knew war would come, but I thought I might gain another six months or so." In the common cause I refrained from asking what would have happened to us all if we had gone down for ever while he was giving Hitler so much valuable material, time, and aid.

Aug. 17, 1942

Former Naval Person to Deputy Prime Minister and President.

"The dinner passed off in a very friendly atmosphere and the usual Russian ceremonies. Wavell made an excellent speech in Russian. I proposed Stalin's health, and Alexander Cadogan proposed death and damnation to the Nazis. . . . Stalin made quite a long speech proposing the 'Intelligence Service,' in the course of which he made a curious reference to the Dardanelles in 1915, saying that the British had won and the Germans and Turks were already retreating, but we did not know because the intelligence was faulty. This picture, though inaccurate, was evidently meant to be complimentary to me.

"... When I said good-bye to Stalin he said that any difficulties that existed were only of method. I said we would try to remove even those differences by deeds. After a cordial handshake I then took my departure, and got some way down the crowded room, but he hurried after me and accompanied me an immense distance through corridors and staircases to the front door, where we again shook hands. . . ."

I had been offended by many things which had been said at our conferences. I made every allowance for the strain under which the Soviet leaders lay, with their vast front flaming and bleeding along nearly 2,000 miles, and the Germans but fifty miles from Moscow and advancing towards the Caspian Sea.

We were to start at dawn on the 16th. On the evening before, I went at seven o'clock to say good-bye to Stalin. We had a useful and important talk. Our hour's conversation drew to its close, and I got up to say good-bye. Stalin seemed suddenly embarrassed, and said in a more cordial tone than he had yet used with me, "You are leaving at daybreak. Why should we not go to my house and have some drinks?" I said that I was in principle always in favour of such a policy.

So he led the way through many passages and rooms till we came into a still roadway within the Kremlin, and in a couple of hundred yards gained the apartment where he lived. He showed me his own rooms, which were of moderate size, simple, dignified, and four in number—dining-room, working room, bedroom, and a large bathroom. Presently there appeared, first a very aged housekeeper and later a handsome red-haired girl, who kissed her father dutifully. He looked at me with a twinkle in his eye, as if, so I thought, to convey, "You see, even we Bolsheviks have family life." Stalin's daughter started laying the table, and in a short time the housekeeper appeared with a few dishes. Meanwhile Stalin had been uncorking various bottles, which began to make an imposing array. Then he said, "Why should we not have Molotov? He is worrying about the communiqué. We could settle it here. There is one thing about Molotov—he can drink."

I then realised that there was to be a dinner. I had planned to dine at State Villa No. 7, where General Anders, the Polish commander, was awaiting me, but I told my new and excellent interpreter, Major Birse, to telephone that I should not be back till

CONTINUED ON NEXT PAGE



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The best brushes have Du Pont nylon bristles. That's why this little girl is using a nylon-bristled brush on her doll's hair, which is nylon too. Versatile nylon can be soft and silky, strong and resilient. It's excellent for doll and manikin wigs as well as for brush bristles. The "Toni" doll pictured here has hair that can be washed, waved, brushed and combed, over and over again. Little girls love to wave their "Toni" doll's nylon hair with especially prepared "Play-wave" solution of sugar and water. "Toni" dolls are on sale at leading department stores and children's shops.

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DU PONT
Plastics
BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

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Tuesday nights—NBC coast to coast



Only the Genuine Babee-Tenda
is **SAFETY-PROVED**
by More Than a Million Babies!

Baby can't fall or slide out of this Safety Chair. It's absolutely safe; so convenient for feeding and play. ExTenda legs raise or lower with push-button ease. Rolls through doorways. Converts to play table. The one-and-only Babee-Tenda has been copied but never equalled. That's why it's recommended by so many doctors and nurses, used by over a million delighted mothers.

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Fun with Food By ELSIE the Borden Cow



Good enough to make
grandma proud of you
—that's my Borden's

None Such Mince Meat!

Because—now—the best mince pie is—the easiest to make! NONE SUCH has all the real, old-fashioned flavor of grandma's but none of the work!



In NONE SUCH you'll find wonderful things like tart citrus peel, tangy apples, sun-sweetened raisins, and more taste-tempting spices than you can name!

NONE SUCH comes in ready-to-use or condensed form. Either way, it helps you make the best mince pies you ever popped into an oven. Try NONE SUCH today!

©The Borden Company

If it's
Borden's
it's got to be good

CHURCHILL'S MEMOIRS CONTINUED



STALIN'S DAUGHTER?

The picture on the left, according to official Soviet sources, shows the Russian dictator in 1937 with his daughter Svetlana, the girl whom Churchill met in the Kremlin in 1942. At right, according to International News Service, is a much later picture of Svetlana. It is supposed to have been taken by her brother, General Vasily Stalin of the Red air force, and given by him to a Czech pilot who served in the same squadron as young Stalin during the war.

after midnight. Presently Molotov arrived. We sat down, and with the two interpreters, were five in number.

We actually sat at this table from 8.30 p.m. till 2.30 the next morning, which, with my previous interview, made a total of more than seven hours. The dinner was evidently improvised on the spur of the moment, but gradually more and more food arrived. We pecked and picked, as seemed to be the Russian fashion, at a long succession of choice dishes, and sipped a variety of excellent wines. Molotov assumed his most affable manner, and Stalin, to make things go, chaffed him unmercifully.

Presently we talked about the convoys to Russia. This led him to make a rough and rude remark about the almost total destruction of the Arctic convoy in June. "Mr. Stalin asks," said Pavlov, with some hesitation, "has the British Navy no sense of glory?" I answered, "You must take it from me that what was done was right. I really do know a lot about the Navy and sea-war." "Meaning," said Stalin, "that I know nothing." "Russia is a land animal," I said; "the British sea animals." He fell silent and recovered his good-humour.

I turned the talk on to Molotov. "Was the Marshal aware that his Foreign Secretary on his recent visit to Washington had said he was determined to pay a visit to New York entirely by himself, and that the delay in his return was not due to any defect in the aeroplane, but because he was off on his own?"

Although almost anything can be said in fun at a Russian dinner, Molotov looked rather serious at this. But Stalin's face lit with merriment as he said: "It was not to New York he went. He went to Chicago, where the other gangsters live."

Relations having thus been entirely restored, the talk ran on. It was now past midnight.

"Tell me," I asked, "have the stresses of this war been as bad to you personally as carrying through the policy of the Collective Farms?"

This subject immediately roused the Marshal. "Oh, no," he said, "the Collective Farm policy was a terrible struggle."

"I thought you would have found it bad," said I, "because you were not dealing with a few score thousands of aristocrats or big landowners, but with millions of small men."

"Ten millions," he said, holding up his hands. "It was fearful. Four years it lasted. It was absolutely necessary for Russia, if we were to avoid periodic famines, to plough the land with tractors. We must mechanise our agriculture. When we gave tractors to the peasants they were all spoiled in a few months. Only Collective Farms with workshops could handle tractors. We took the greatest trouble to explain it to the peasants. It was no use arguing with them. After you have said all you can to a peasant he says he must go home and consult his wife, and he must consult his herder." This last was a new expression to me

CONTINUED ON PAGE 106

Why Didn't Your Mother Give You Amm-i-dent Tooth Paste?



Today more dentists recommend Amm-i-dent Tooth Paste and Powder than any other dentifrice in America!



NEW!
Giant Size!
Save up to 25¢



Too bad! This child has not had the benefit of ammoniated protection against decay. Her mother was too "smart" to believe the ads that told her...
Amm-i-dent Helps Prevent Cavities!

No Cavities
at Last
Check



Mrs. Rose Kovel had 10 cavities in one year, before her dentist advised her to use Amm-i-dent. With Amm-i-dent her rate of new cavities dropped to about 1 a year—and at the last dental check, her dentist told her she had no cavities at all! Her actual dental record has been notarized and published in national magazines.

Her daughter, Laura, was averaging 2 cavities a year before changing to Amm-i-

dent. But she had *not one single cavity* at her last dental check.

The Kovels live in Jackson Heights, N. Y.—at 8310-12 35th Avenue. They began using Amm-i-dent during test research—while it was still in powder form—and they've used it regularly ever since.

What the Kovels have done, your family can do. Get Amm-i-dent as soon as possible.

"Just another exaggerated claim" this girl's mother thought to herself, when she read that Amm-i-dent ammoniated Tooth Paste could reduce tooth decay. She didn't even bother to call her dentist, who could have given her the facts on Amm-i-dent. She just kept on buying the same tooth paste with which her family had been brushing—and having cavities—year after year.

And now, too late, she is sorry. At her child's regular dental check-up—*more* cavities! She wishes that she had followed the advice of the dentists of America. They recommend Amm-i-dent ammoniated Tooth Paste and Powder more than any other dentifrice. Surely these men must know best of all what is right for you and your children.

If you have provided Amm-i-dent for your family, you can feel justly proud! Your family is getting the best protection against tooth decay any dentifrice can offer, as proven in actual tests with people

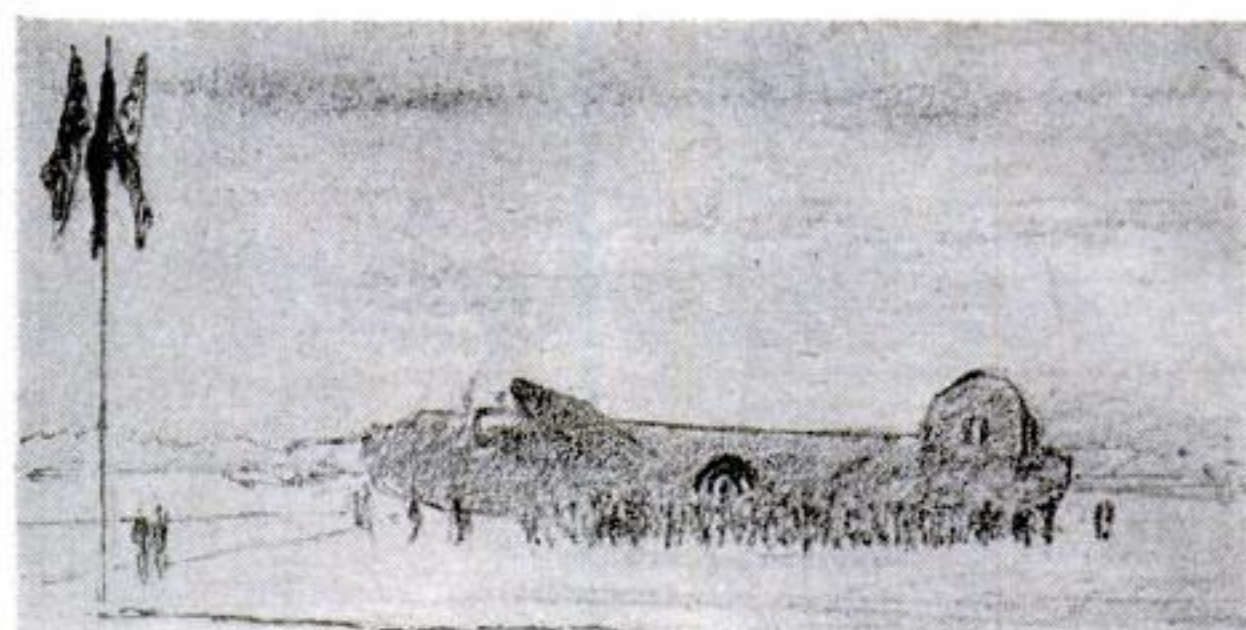
who followed regular brushing habits.

If your family is not using Amm-i-dent, you as a mother have not done all you can do—all you should do—to help them to have strong, healthy teeth. You can prove it to yourself. Were there any cavities in your family last year? What did you do to help prevent those cavities?

Does Your Present Tooth Paste Do Anything To Help Prevent Cavities?

No ordinary tooth paste, without ammoniated anti-decay ingredients, can do much to help prevent cavities—beyond what the simple act of brushing will do. Certainly it cannot do what Amm-i-dent can do. Amm-i-dent supplies for *many hours* the ammonia content found lacking in the mouths of cavity-susceptible people. For *many hours*, mind you.

That means Amm-i-dent's anti-decay protection continues—no matter when you brush. You don't have to brush after meals to get Amm-i-dent's effectiveness. Regular tooth brushing at any time with Amm-i-dent helps prevent cavities.



DEPARTURE

One of the members of Churchill's party for the Moscow talks was Sir Arthur Tedder, at the time head of the R.A.F. command in the Middle East, who was adept in making quick sketches. Above is his impression of Mr. Churchill's Liberator taking on its passengers for the homeward flight from the Moscow airport.

in this connection. "After he has talked it over with them he always answers that he does not want the Collective Farm and he would rather do without the tractors."

"These were what you call Kulaks?"

"Yes," he said, but he did not repeat the word. After a pause, "It was all very bad and difficult—but necessary."

"What happened?" I asked.

"Oh, well," he said, "many of them agreed to come in with us. Some of them were given land of their own to cultivate in the province of Tomsk or the province of Irkutsk or farther north, but the great bulk were very unpopular and were wiped out by their labourers." There was a considerable pause. Then, "Not only have we vastly increased the food supply, but we have improved the quality of the grain beyond all measure. All kinds of grain used to be grown. Now no one is allowed to sow any but the standard Soviet grain from one end of our country to the other. If they do they are severely dealt with. This means another large increase in the food supply."

I record as they come back to me these memories, and the strong impression I sustained at the moment of millions of men and women being blotted out or displaced for ever. A generation would no doubt come to whom their miseries were unknown, but it would be sure of having more to eat and bless Stalin's name. I did not repeat Burke's dictum, "If I cannot have reform without injustice, I will not have reform."

About 1 a.m. we set to work to put the communiqué into final form. A considerable sucking-pig was brought to the table. Hitherto Stalin had only tasted the dishes, but now it was half-past one in the morning and around his usual dinner hour. Our host fell upon the victim single-handed. After this had been achieved he went abruptly into the next room to receive the reports from all sectors of the front. It was about twenty minutes before he returned, and by that time we had the communiqué agreed. Finally, at 2.30 a.m. I said I must go. I had half an hour to drive to the villa, and as long to drive back to the airport. I had a splitting headache, which for me was very unusual. I still had General Anders to see.

We took off at 5.30 a.m. I was very glad to sleep in the plane.

HOW ALLIED POLICY BECAME "UNCONDITIONAL SURRENDER"

In next week's issue Mr. Churchill tells how the "hinge of fate" turned on the battle of El Alamein . . . how the first Anglo-American land offensive met success in French North Africa . . . and how he and Roosevelt made their decision at the Casablanca Conference on the controversial policy of unconditional surrender.

**Now! Try the
11-DAY
ANTI-NICOTINE
DIET**

**without
giving up
a single
cigarette!**

If you smoke a pack-a-day, it is estimated that you take in a full ounce of nicotine and tars every 11 days. (That's almost a whiskey glassful).

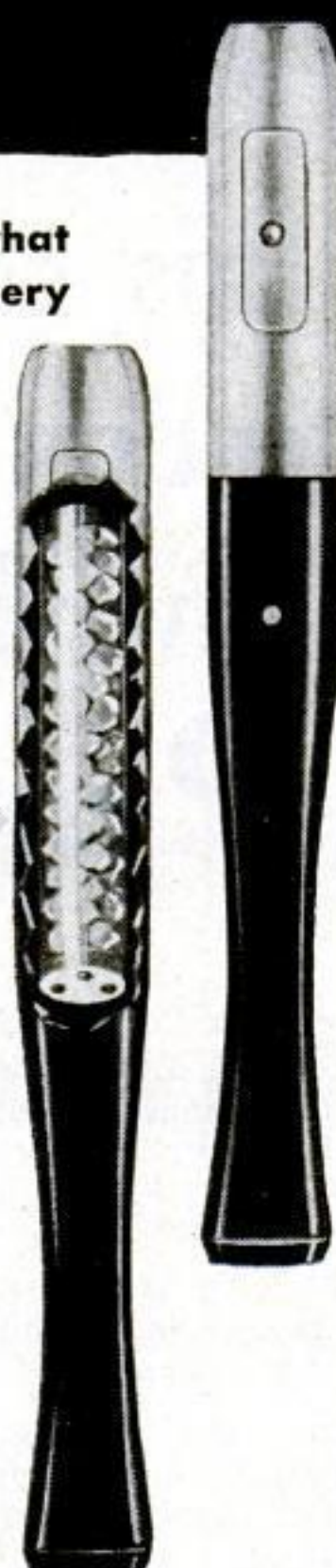
With a Denicotea cigarette holder you cut down on these poisons, *without giving up a single cigarette!* Try the Denicotea anti-nicotine, anti-tar diet for 11 days. After you see how much better you feel, you'll never go back to smoking without a Denicotea!

**NICOTINE AND TARs are better in HERE
than in YOU!**

That's why so many doctors and dentists strongly recommend Denicotea for constant use. They know that nicotine and tars trapped in the efficient Denicotea crystal filter can't reach, can't harm your mouth, teeth, gums... your nose, sinuses, throat... and lungs.

You get the benefits of cutting down on smoking—without having to give up your favorite cigarettes! Start your anti-nicotine diet today.

Denicotea, with aluminum ejector and 11 filters.....\$2.00
Lady Denicotea, long, slim, with gold-tone ejector and 13 filters.....\$3.50



dunhill **DE-NICOTEA**
Crystal Filter Cigarette Holder

We're about 16 years younger than our fathers were in their day.

Do you live it, and look it?

BORN in ancient Rome, the chances are you'd have died sometime between your 20th and 30th year. By 1940, the average person's life expectancy was 63. And in the next six years, science presented us with the gift of yet another *five years* of life.

This roll-back of our years is happening so fast, our thinking cannot keep pace with it. Do you set your gauge by your father's



Douglas Fairbanks, Jr. at a Royal Command film performance in London.

time on earth? It's not only enjoyable—but *necessary*—to calculate how man's youth has lengthened, and to live your life accordingly. Splice that 16 years you've gained, right into your middle youth.

This has been man's dream since the world began: to have the ease and knowledge of maturity—with the look and buoyancy of youth. And with more and more men every year, this is a dream come true . . . How they do it is no secret. They use not only their forks, but their brains, as they eat. They're *active* physically, mentally, socially. And it's a sort of second nature to take a young man's care of their appearance—always. This seems to be a part of that spiffit which keeps man young.

Lord Chesterfield wrote to his son, "Trifles, little attentions, done or neglected, will make you either liked or disliked in the general run of this world." As specialists in shaving preparations for a hundred years we'd like to speak of a "little attention" that contributes amazingly toward the kind of face everyone likes to look at—the man's face that is scrubbed, fresh, healthy-looking.

It's this: *before* you shave, give your face a good douse of the tap's hottest water. Your barber does it after your shave. But dermatologists say it does you twice the good to apply it *before* you shave. One, it brings up your own nourishing, renewing blood. Two, it softens hair for an extra-quick, clean shave.

Special preparation tones and actually soothes your skin

But it's the everyday use of Williams Aqua Velva after your shave that will do the most to give you a look of healthy skin freshness. Regularly used, this circulation-rouser brightens and braces your skin as nothing else can.

Williams Aqua Velva is full of good sensations. Tonic freshness. A masculine scent. It keeps your skin flexible and comfortable . . . its natural moisture intact. And that helps protect it from sun, wind, cold. Another way Williams Aqua Velva looks after your face: it lends first aid to scrapes and small skin-breaks, keeps your skin *feeling* soothed, *looking* young!



Vice-President of the American Association for the United Nations, Douglas Fairbanks, Jr. has spent important time among these same United Nations. He is also an executive of CARE, on which he has lavished the prodigious Fairbanks' energy. For his help, several nations have decorated him. Several more, including the U.S.A., have decorated Commander Fairbanks for his brilliant work during his five years in the Navy . . . His newest motion picture is "State Secret," soon to be released.

However you shave, we have worked out a preparation that we believe to be superior—in very definite ways.

A unique preparation for brush users

Williams Shaving Cream offers your skin a new comfort—extract of lanolin—an emollient remarkably like that contained in all human skin. Extract of lanolin is a highly concentrated form of the active elements of soothing lanolin. We're proud to say that it's found only in Williams.

You'll appreciate how this cream helps to keep your skin looking young and healthy.

Two special ingredients give a better brushless shave

Williams Glider Brushless contains a special ingredient—a refined, natural oil—which softens your beard and enables the razor to cut your whiskers close and clean without scraping. Another special ingredient, found only in Williams, helps replace the skin's natural oil. Rubbed well into the skin, it helps to keep skin smooth, young-looking.

If you use a Schick, Remington, etc. . . . a luxury beard conditioner

Williams Lightning Lectric is a pleasantly fragrant liquid that softens your beard so that it almost *wipes* off. One special ingredient prevents sticky perspiration from slowing up your razor.

Another special ingredient lubricates not only your skin, but the razor-head—giving you a faster, closer shave. After using Williams Lightning Lectric, your skin feels happy, has a fit, healthy look you'll like.

After any or all shaving—use the world's most popular after-shave lotion

Never miss Aqua Velva after your shave. Yes, any time you want a quick refresher . . . use Williams Aqua Velva.

We put our first shaving preparations on the market in the year 1840. Since then our products have held the public approval. Their good name has grown and grown, for an obvious reason: men *know* these Williams products do the work, and do it better. Year after year, more and more men are using Williams products. Year after year, more and more men are looking young and healthy.



A GROUP OF ADMIRING CHILDREN FOLLOW DRUM MAJOR SMITH AROUND ON UNIVERSITY OF MICHIGAN CAMPUS AT ANN ARBOR, TRYING WITH VARYING SUCCESS TO IMITATE

The Michigan Band

IT STEPS FASTEST AND PLAYS BEST OF THE COLLEGE OUTFITS
THAT PROVIDE MUSIC AND SPECTACLE ON FOOTBALL FIELDS

PHOTOGRAPHED FOR LIFE BY ALFRED EISENSTAEDT

TWO TWIRLERS AND UNIVERSITY OF MICHIGAN BAND FOLLOW DRUM MAJOR SMITH ACROSS GRIDIRON AT NEW YORK'S YANKEE STADIUM DURING THE ARMY-MICHIGAN GAME,





THE HIGH KICKS HE IS REHEARSING FOR THE FOOTBALL FIELD. SMITH'S MAGNIFICENT TECHNIQUE ALSO INCLUDES COMPLETE MASTERY OF THE DIFFICULT ART OF BATON TWIRLING

College marching bands are to today's football what frosting is to cake. Their brassy music and resplendent uniforms are as spirited a part of the spectacle as anything in the game itself, and their marching formations, spelling out picture stories (pp. 112, 113), are as intricate as any razzle-dazzle backfield T-formation. In the past few decades the country's 500 college and university bands have perfected a type of music and military choreography that by now has become a specialized American popular art form.

This art form has reached a spectacular peak

at the University of Michigan whose band, directed by ace Bandmaster William D. Revelli, is considered by many to be the most musicianly in the U.S. It costs the University of Michigan about \$10,000 a year, including costs of instruments and uniforms, and the Buick Motor Division has proudly footed the bill for 11 out-of-state trips. Each year about 50 new students are picked for the Michigan band in stiff competitive tryouts. To qualify they must have excellent musicianship, C average in studies and be in good physical shape. Drills and music rehearsals

are held for an hour and a half every day, the total time spent on band work adding up to 10 hours a week. The Michigan band marches at a maximum tempo of 176 steps a minute, as compared with Army bands' standard 120, and in the course of a week this fast-stepping pace carries its 135 members a total of 2,430 miles.

The end product of this effort, when seen on the football field, lasts only a few minutes—a brief pregame show, a salute to the opposing side and an interlude between the halves. But while it lasts, it is certainly something to see.

THE BAND PLAYING "VARSITY" AS IT MARCHES ALONG. THE TWIRLERS, WHO ACT AS SMITH'S ASSISTANTS, SPIN BATONS AND SOMETIMES GET PROMOTED TO BE DRUM MAJORS





THE INSTRUMENTS which are used in the Michigan band include: 1 Scotch bass drum, 2 sousaphone, 3 tenor drum, 4 field drum, 5 cymbals, 6 glockenspiel, 7 cornet, 8 clarinet, 9 piccolo, 10 tenor saxophone, 11 alto saxophone, 12 alto horn, 13 baritone horn, 14 trombone.

UNIFORM a University of Michigan bandsman must have includes: cap with Michigan emblem; blue West Point style overcoat with cape; white gloves; gold spats; white cross belt; blue jacket with epaulets and gold citation cord; blue trousers and belt; fancy blue and gold cape (upper right); yellow tie; blue and yellow handkerchief; blue tie. Marching jacket at lower right is optional equipment for campus wear. At top and bottom center, ornamented with large Ms, are blanket and sweater. Both are honorary awards, the blanket for four and the sweater for three years of service. Total cost of the outfit (exclusive of marching jacket which is bought by the wearer) is \$150, and is paid by University.



ANATOMY OF THE BAND

Bands have been used for military marching at least since the time of the ancient Romans—who used horns and bagpipes. But the history of the modern military-type band began in Germany during the first half of the 18th Century with an aggregation of instruments including oboes, flutes, clarinets, French horns, bassoons, trumpets and trombones. During the two centuries that followed, many additions, subtractions and improvements were made. Today the instrumentation of marching bands has become more or less standardized, though certain bands use additional instruments for special effects.

It takes the 14 different types of instruments shown at left to make up the Michigan band. The rhythm section includes three types of drums, a pair of cymbals and a glockenspiel, which is a sort of portable metal xylophone. Reed instruments consist of piccolos, clarinets and two kinds of saxophones; the brass consists of cornets, trombones and tenor and alto horns, the latter, like the saxophones, an invention of the great Belgian 19th Century instrument maker, Adolphe Sax, whose instruments first became popular after the Napoleonic era. The big sousaphone is a special variety of the bass tuba, also a Sax invention, which was evolved by and named after the late John Philip Sousa. Its advantage over the old-fashioned tuba lies in the fact that it can be wrapped around the body of the player, and hence be carried more easily while marching.

The distribution of these instruments among the 120 men (currently augmented to 135) of the Michigan band is illustrated in the diagram on opposite page. The arrangement shown is the "block band" formation used for ordinary marching purposes. This particular formation, with a row of trombones in front and behind, is a Michigan specialty not used in most bands.



SPECIAL FORMATION used for straight marching at Michigan was invented for the exigencies of the football field by Michigan's Assistant Bandmaster Jack Lee, whose plan is shown on this drawing. Placing a row of trombones at both ends and his drums in the middle, Lee has arranged the band's 120 men in a sort of mirror formation in which each rank is reflected by a similar rank at the opposite end of the band. In effect the arrangement amounts to two separate bands fanning out

from the rhythm section in the middle. Thus the whole band can do an about face and find itself in exactly the same formation. Lee and Chief Bandmaster Revelli feel that this arrangement makes for more balanced sonority and for greater elasticity of movement. On the football field it has another advantage: it eliminates the necessity for countermarching which takes up precious time at games. All the Michigan band has to do to go forward in the opposite direction is turn around.

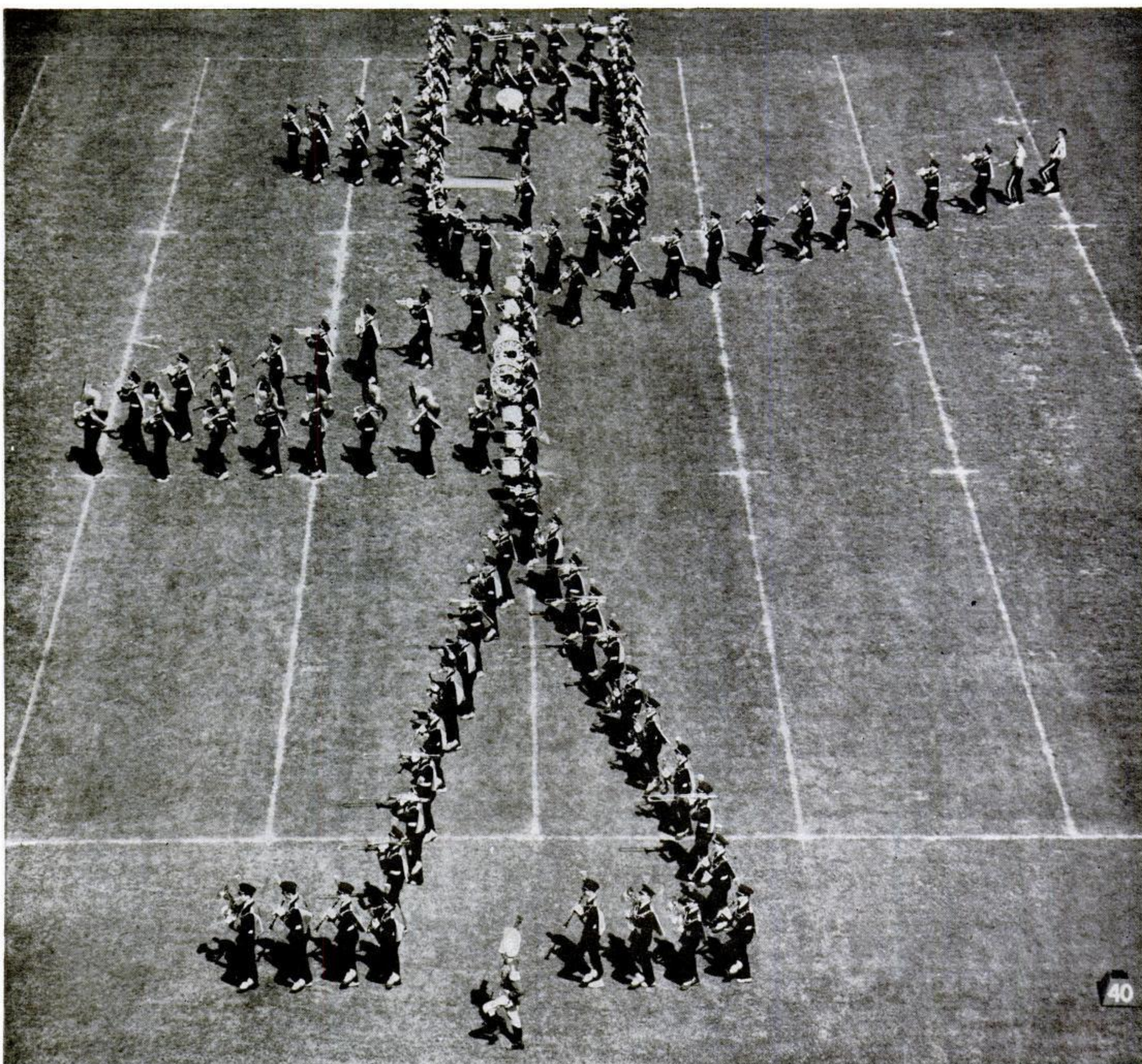


AT PLANNING TABLE Assistant Director Lee (back to camera) holds chart of soldier formation while band members inspect the position of the tin soldiers.

MICHIGAN BAND CONTINUED

FANCY FORMATIONS

The prize items in the repertoires of any football band are the trick formations in which, while they blare out their music, the musicians move through complicated maneuvers to spell out words and elaborate pictures (*opposite page*). At the University of Michigan the formations are the subject of an amount of strategic planning that might be required by an army in the field. Chief planner is Assistant Director Jack Lee, who figures out each formation on a 12-foot table with tin soldiers, each representing a bandsman. When Lee has got the formation planned to his satisfaction, small charts are made showing location of each figure, and these are then distributed to each member of the band, who studies them carefully before rehearsing the maneuver. Charts have field lines marked on them showing relation of the formation to the football field. Michigan band formations have depicted an automobile with revolving wheels, a football with Michigan's monogram in the middle of it, a pair of descending parachutes. For extremely difficult sequences, like that on the opposite page where an arrow moves across the field and pierces a heart, several charts are used to show transition from one formation to another.



ON THE FIELD the band carries out the formation previously planned in picture above. Figure represented is that of a marching soldier and was first created

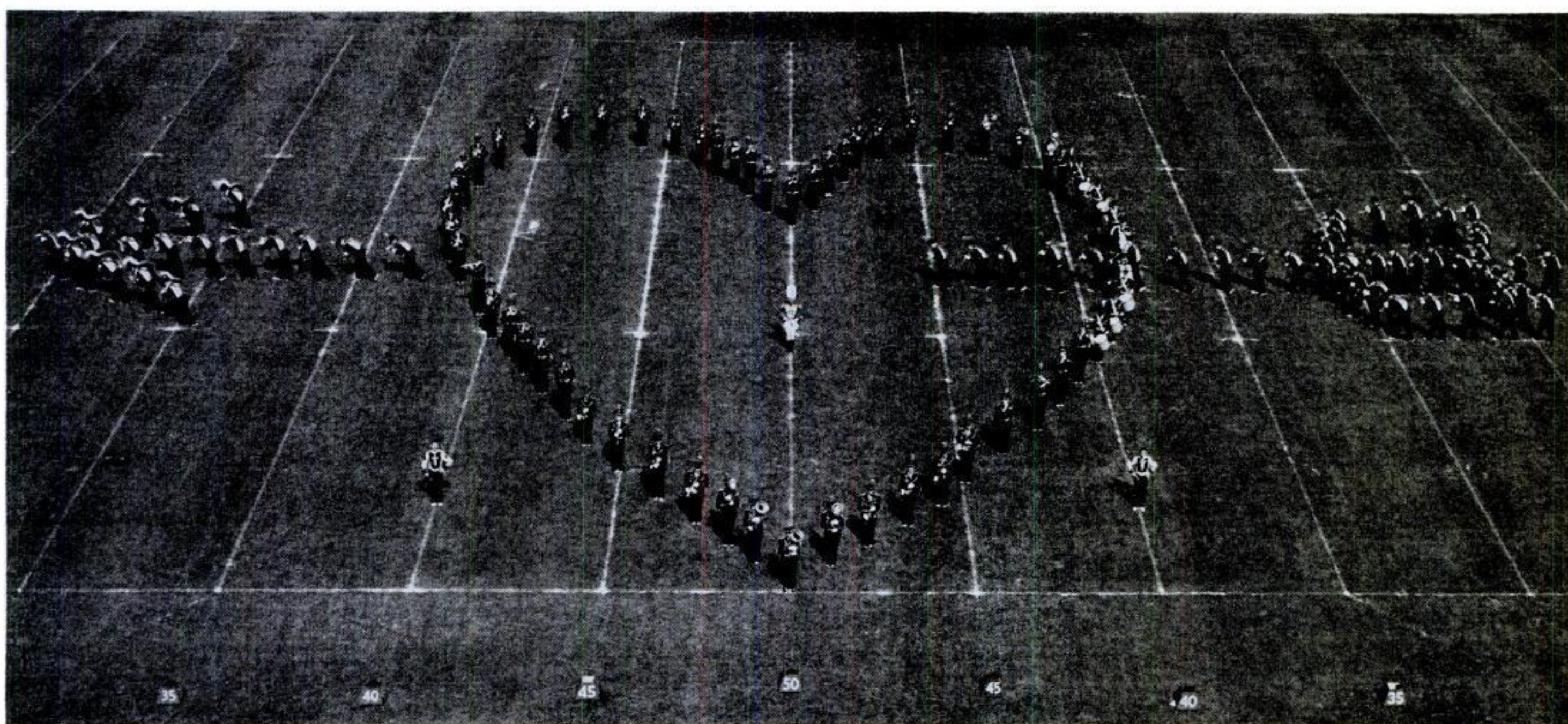
for last year's Army-Michigan game where the routine was performed to the tune *There's Something about a Soldier*. The soldier's legs cross each other in marching.



BENDING FORWARD, the sousaphone section, led by Assistant Director Jack Lee, rehearses a lively maneuver for the band's "Harlem cakewalk" sequence.

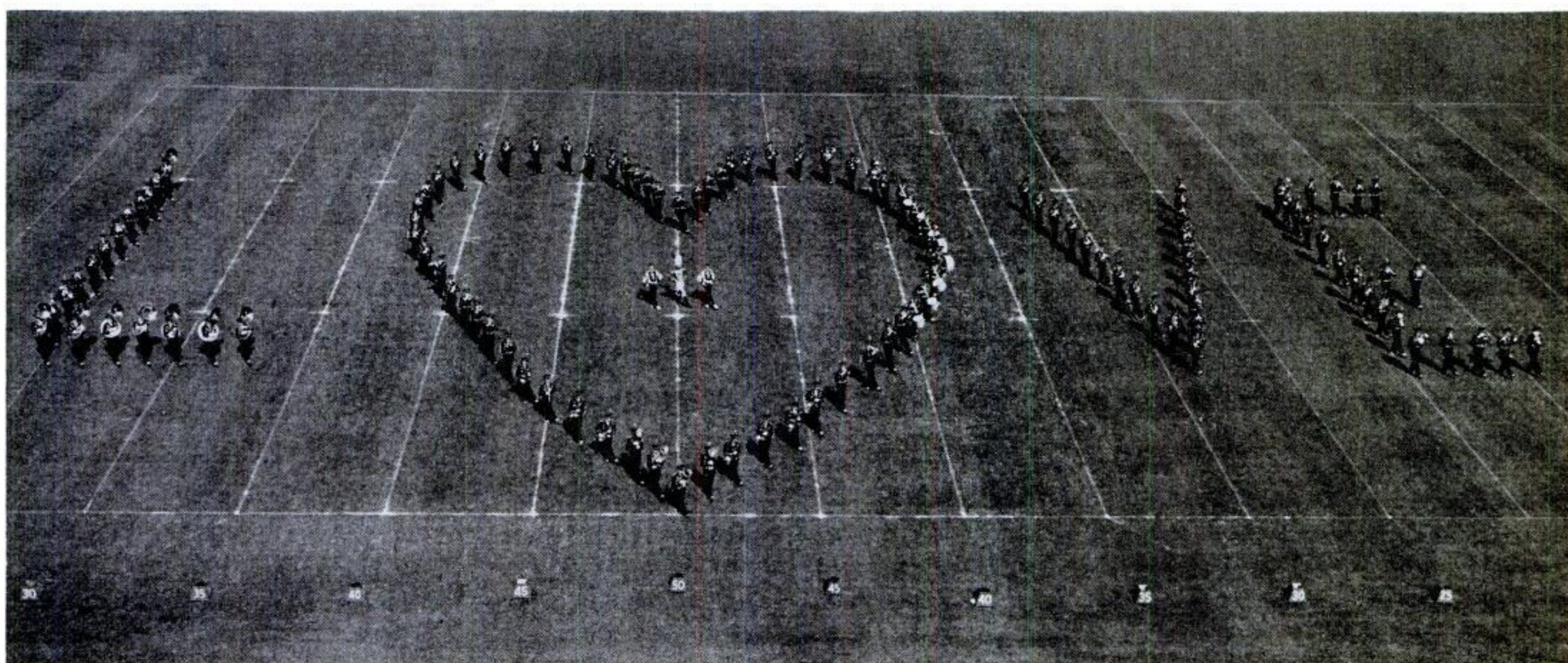


BENDING BACKWARD, sousaphonists continue "cakewalk" sequence, done to *Alexander's Ragtime Band* in parade formation which saluted New York City.



ARROW PIERCES HEART in one of the Michigan band's most complicated formations. This maneuver starts with a large bow (not shown here) which shoots

the arrow across field. Arrow reverses direction while the bow converts itself into a heart. Arrow then transfixes heart (*above*). Next move is shown in picture below.



LOVE REIGNS SUPREME as the ends of the arrow move to form the letters L, V and E. Meanwhile the band plays *I'm in Love with a Wonderful Guy* from

South Pacific. To the music of other tunes from *South Pacific* the band delineates a palm tree, a tropical moon and a hula girl with streamer skirt and mobile pelvis.





FOR WHOM THE DRUMS ROLL

At the Army-Michigan game a fortnight ago in Yankee Stadium the Michigan Band played at its first game in New York. As it strutted onto the field, its magnificent precision looked to Army fans like an ominous advertisement of the sort of coaching they might expect in Michigan's team. For a while it looked as though their apprehensions were justified. During the first half Michigan pushed the Cadets all over the lot, and Army just managed to tie the score at end of the second quarter. The band then put on a brilliant show, pranced through marching routines that depicted (among other things) a Central Park hansom cab and a water pump commemorating New York's water shortage.

But when they got to the sidelines and play began, the band's members changed from mechanical figures into human college boys, violently affected by turns of fortune on the field. When Michigan scored its touchdown, Larry Gray (*picture extreme left*) happily belabored his bass drum. Later (*left*) the going got heavier for the Michigan team and more frenzied for Gray. Army racked up three touchdowns in the space of five and a half minutes. The band tried to cheer Michigan up by thundering Michigan's *The Victors* march. But it was no use. At the end of the game Gray was despondent (*below*) and

THE SCORE

READ

ARMY 27

MICHIGAN 6





Your Rayve-clean hair feels so *silky*—yet so *lively* . . . so eager to curl!

**The only shampoo
that praises your
hair 5 ways...and
*makes your hair
want to curl!***

✓ **Washes more shine into your hair!**

New-formula Rayve Creme Shampoo washes each hair diamond-bright—flashing with light and life!

✓ **“Cream-conditions” your hair!**

Scientists say *frequent gentle* shampoos mean lovelier, healthier hair! Rayve’s special enriching hair oils “cream-condition” your hair to new beauty every time you shampoo!

✓ **Quick, rich lather!**

Instantly—even in hardest water—Rayve bursts into energetic lather—works down to scalp *fast*—for deep-down cleansing!

✓ **Free-rinsing . . . no soap-drag!**

No other shampoo rinses out faster! Free-rinsing Rayve *bathes* your hair with highlights!

✓ **Solves short hair’s #1 problem, too!**

Short curls *must* be dancing-clean or they go limp . . . Rayve’s *gentle* cleansing lets you shampoo *often*—keeps short hair at glamour-peak!

AND...makes your hair want to curl!

Rayve actually washes more life into your wave! It leaves every hair so springy, yet so obedient, that your waves fairly *ripple* back from your brush! Rayve makes your hair *want* to curl!



In jars or tubes.

Rayve CREME SHAMPOO



KICKING BACK HER LONG TRAIN BEFORE MAKING COURT BOW, MERMAN CRACKS, "I DON'T MIND A TRAIN, BUT WHY DO THEY GIVE ME THE SUPER-CHIEF?"

CALL ME MADAM

Ethel Merman takes over Broadway as a lady diplomat on the loose

All that any sensible theatergoer asks of a Merman show is that Ethel be turned loose simply to be herself. That's exactly what happens in *Call Me Madam*, which as a result is Broadway's first musical comedy hit of the year. So loyal were Merman's fans that they had bought a million dollars' worth of tickets before *Madam* was anywhere near Broadway.

As almost everyone knows, Ethel portrays a brash but benevolent U.S. ambassadress, not unlike Perle Mesta, to a duchy called Lichtenburg, where her presence proves as electrifying

as the Connecticut Yankee's in King Arthur's Court. In an agreeably old-fashioned plot by Howard Lindsay and Russel Crouse, Ethel discovers that not all Europeans are impressed by U.S. money and that she is loved more for her ebullient self than for her abundant cash. Looking trimmer than she has in years, Ethel clowns, falls down, sings seven Irving Berlin songs and in general makes an irresistible innocent abroad. Unpretentious in its intent, *Call Me Madam* is hardly *South Pacific*—just south Lichtenburg, and a real nice place to spend an evening.



TAKING A PRATFALL as she trips on her train, Ethel is helped to her feet by a U.S. chargé d'affaires.



"THIS IS LICHTENBURG, isn't it?" asks Ethel when she pops up late at embassy. She got lost just

as Perle Mesta herself did (LIFE, Sept. 12, 1949) when she took a wrong turn on her way to Luxembourg.

"Call Me Madam" CONTINUED



UNOFFICIAL DUTIES lead Ethel to fall in love with Lichtenburg minister, acted by Paul Lukas.



OFFICIAL DUTIES require Ethel to award medal to an athlete, but she cannot find where to pin it.



WORLDLY ADVICE is given by Ethel to Russell Nype in a show-stopping hit, *You're Just in Love*.

CONTINUED ON PAGE 121

Millions of bottles are bought
by men who like that

*clear
clean
taste*



Taste is funny! If we used half the words in Webster's Dictionary trying to explain PM's "clear, clean taste" we just couldn't do it! So we turned to the painter's brush . . . and, here's the story in a nutshell. This p.m. order PM . . . and know why each month so many millions of men are buying PM for that "clear, clean taste".

PM
DE LUXE

National Distillers Products Corporation, New York, N. Y. Blended Whiskey. 86 Proof. 67½% Grain Neutral Spirits;

MAKE A LUSCIOUS HOME-MADE LEMON PIE

It's easy!
Economical...
With My-T-Fine
Lemon Flavor
Pie Filling

WELL! I
NEVER KNEW
IT WAS SO EASY
AND ECONOMICAL
TO MAKE A
HOME-MADE LEMON
PIE. I SIMPLY
FOLLOWED
THE RECIPE
ON THE
PACKAGE!



OF COURSE
I ALWAYS KEEP
THESE OTHER
MY-T-FINE FLAVORS
HANDY TO MAKE
DELICIOUS PUDDING
DESSERTS QUICK
AND EASY



MY-T-FINE

Lemon Flavor Pie Filling

GOOD..
any old time!



the cracker
with
that swell
cheese
flavor



**America's
largest selling cheese cracker!**
Sunshine Biscuits, Inc.

Here's a wonderful
Christmas Idea from
RUDOLPH
THE RED-NOSED
REINDEER



IT'S A
Thayer

**TABLE AND CHAIR SET
WITH RUDOLPH'S PICTURE!**

Rudolph is exclusive with Thayer. He's only the newest of many designs in Thayer Table and Chair sets. There's a model for every taste and purse. Built to the standards of fine adult furniture, Thayer sets are tops for play, for meals, for study. See your dealer's selection early, while choice is wide. And send 10¢ for your copy of "SALLY LOU AND MINERVA, HER DOLL" to Thayer, Inc., Dept. L-3, Gardner, Mass.

"Call Me Madam" CONTINUED



A PERT PRINCESS at a fair given by Ethel Merman to make Lichtenburgers happy is played by Galina Talva, a new starlet of Russian descent.



A CUTE COMMONER at the fair is plump-cheeked Patricia Hammerlee, who kicks up her heels in spectacular dance number to Berlin song, *The Ocarina*.



The "Star" of
the Show!



He's got P.A.

P.A. means **PIPE APPEAL**
and **PRINCE ALBERT**

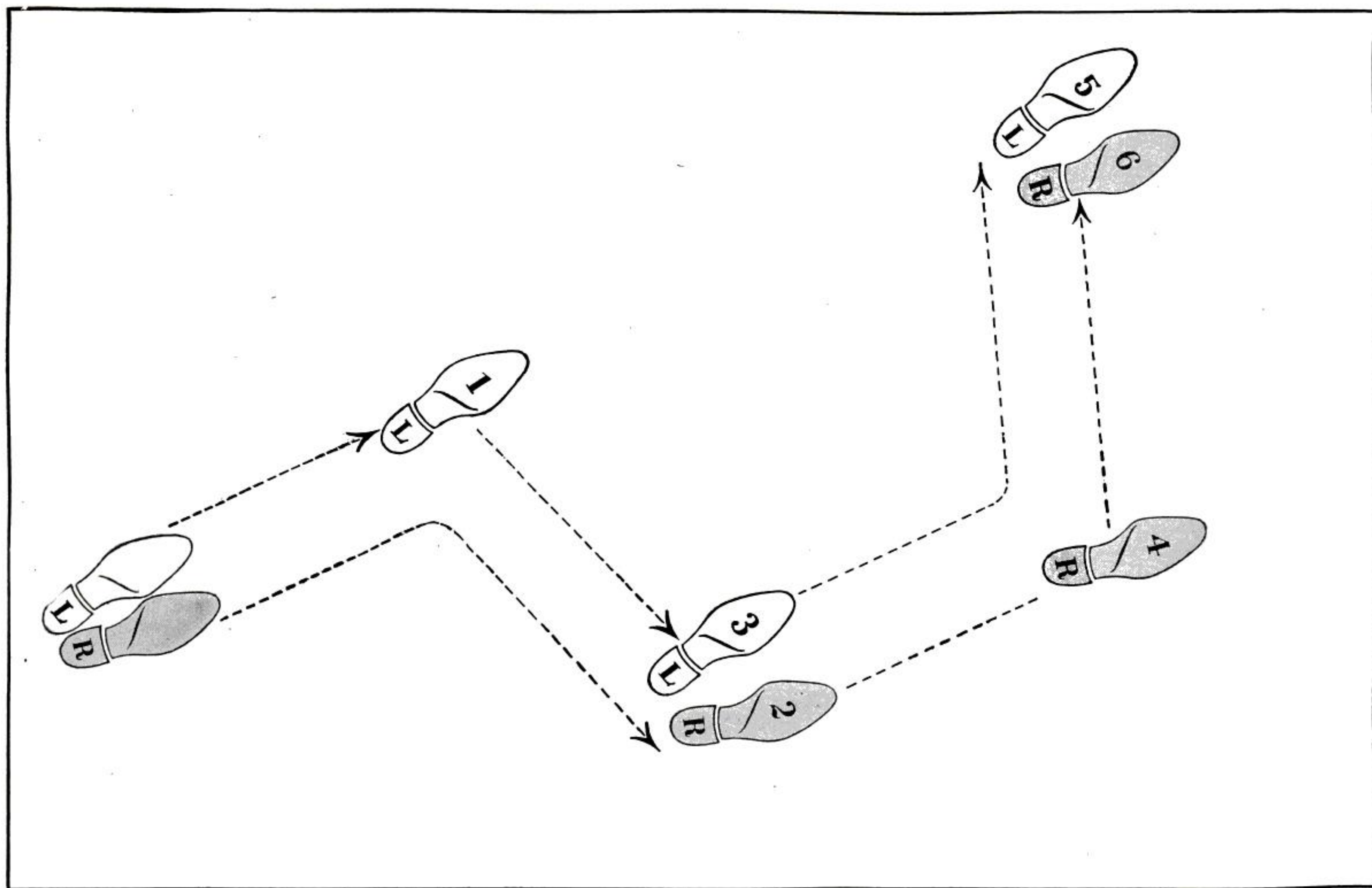
● Yes! He's the "star" of the show for her! He's got Pipe Appeal! And the tobacco that stars with pipe smokers is crimp cut Prince Albert—America's largest selling smoking tobacco.

Try P.A.! You'll enjoy the natural fragrance of Prince Albert's choice, rich-tasting tobacco—specially treated to insure against tongue bite.

R. J. Reynolds Tob. Co.,
Winston-Salem, N. C.



THE NATIONAL JOY SMOKE



It only takes a few minutes to learn
the right steps!

DANCING IS EASY—once you learn what steps to take.

The same holds true for saving money for the future.

It will take approximately two minutes to find out how you can invest in either one of the two *automatic* plans offered by U.S. Savings Bonds.

Inquire at your place of business about the Payroll Savings Plan. Learn how easy it is to put aside savings for Bonds right from your paycheck.

Or, if you have a checking account, ask at your

bank. They'll explain all about the Bond-A-Month Plan, in which you use your checking account as a means for investing in U.S. Savings Bonds.

Both plans are simple, and call for no effort on your part.

Both plans add up to the same thing—money to live on in the future.

So start finding out about them. Remember, it takes only two minutes today to learn how you can make your tomorrows a lot more carefree!

Automatic saving is sure saving—U.S. Savings Bonds



Contributed by this magazine in co-operation with the Magazine Publishers of America as a public service.



Two-Collar Jacket!

Zip in the Laskin Mouton collar over fabric collar...two jackets in one for 60° above to 20° below! Sparkling, durable shell of Nylon-hammer-satin...warm Intercel interlining...old-gold quilted lining. Styled by Grais in tan, navy blue, green and silver. Retails about \$24.95. Write for dealer's name

RUBIN GRAIS & SONS, Chicago 6, Ill.
... makers of
Grais THE **POINTER**
The Robbed Jacket



OWNER HILL SWEEPS INN STEPS. SIGN ON TREE TRUNK WILL COME DOWN

SURRENDER IN THE STICKS

The only hotel in Center Ossipee, N.H. (pop. 554) is the old, 30-room inn (above) which John Hill, its owner, room clerk, bellboy and cook, proudly advertises as "The Statler of the Sticks." A few weeks ago New York lawyers for the big Statler hotel chain told Innkeeper Hill he would have to quit using the name "Statler." Hill sat down and typed out a defiant answer: "The type of house I have conducted for nearly 40 years brings honor to the name. . . . I always give . . . a level of personal service far beyond any offered by the Statler organization. For instance, I furnish the guest a rattrap free of charge for his room. No charge is made for cheese. . . . I run a clean and moral house. I ain't had but one guest hung for murder. . . . On second thought I think I have got the right to use the name Statler anyway as my grandfather's hired man was named Rabbit ears Statler." His fun over, Hill then meekly surrendered and promised to think up a new name. His choice: "The Startler."



IN HIS KITCHEN, Hill pauses during his cooking to dole out cups of coffee for U.S. congressman, state trooper and local judge who act as his legal advisers.

GENUINE
Kickerinos
ALASKANS
*For the Luxury of
Fur-Warmed Feet!*



BLIZZARD
About
\$10.00



SAXON
About
\$11.00

Newest, stormy weather foot cuddlers! Adorably young shoes (not overshoes!) lined with deep, soft, shearling lamb. Rugged elk-tanned leather uppers—weather-proof Du Pont Neoprene crepe soles. At leading stores—write, we'll tell you where!

KETCHIKAN
Mouton
Lamb
Collar
About
\$12.00

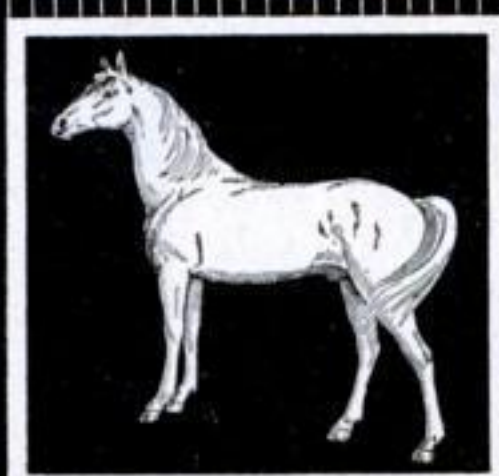


Prices subject to change

GENUINE
Kickerinos
ALASKANS

MARILYN SHOE CO.
1750 North 13th Street Milwaukee 5, Wis.

What
a
SCOTCH!



White Horse...
of course!

BLENDED SCOTCH WHISKY 86.8 PROOF
BROWNE-VINTNERS CO., Inc., New York
Sole Distributors

new shampoo sensation actually shines hair

gets it so clean you can feel the difference!

Now bring out the *full* beauty of your hair with a revolutionary shampoo that works in a completely new way! Helene Curtis Shampoo Whip bombards hair and scalp with billions of lively, lanolin-loaded bubbles that *rush* dirt and dandruff away—even in hardest water. Actually *shines* hair. Leaves it so gloriously fresh and clean you can *feel* the difference. So sunbeam bright...so enchantingly soft...you'll take new, exciting pride in your hair.

It's the world's first whipped LOTION-LATHER shampoo—wonderfully good for your hair and scalp. A marvelous beauty treat—with amazing new *atomized* lanolin, that penetrates like magic mist to EVERY part of hair and scalp. MORE lanolin by far than ordinary shampoos.

And because of miraculous LOTION-LATHER, *this* shampoo leaves hair easier to manage than ever before. NO drying, oil-robbing action to leave hair strawlike, unruly. Helene Curtis Shampoo Whip gives hair rich glowing beauty never before possible without costly special after-rinse.

This amazing new discovery by Helene Curtis, leading authority on hair, makes ordinary shampoos old-fashioned. Try it today, and you will throw away your *old* shampoos.



*Just press nozzle —→
and out billows rich
ACTUAL LATHER
(like whipped cream)*

Helene Curtis SHAMPOO WHIP

Not a Soap, Creme or Liquid but a revolutionary new Helene Curtis discovery—the World's first whipped LOTION-LATHER shampoo!

**SO ECONOMICAL! \$1
HALF-YEAR SUPPLY...**



*New! Bombards dirt and dandruff
with billions of
microscopic bubbles!*

Gets hair so clean you can
feel the difference.



*New! Guaranteed—far
more applications for one
dollar than any
previous shampoo!*

Wonderful for the
WHOLE family!

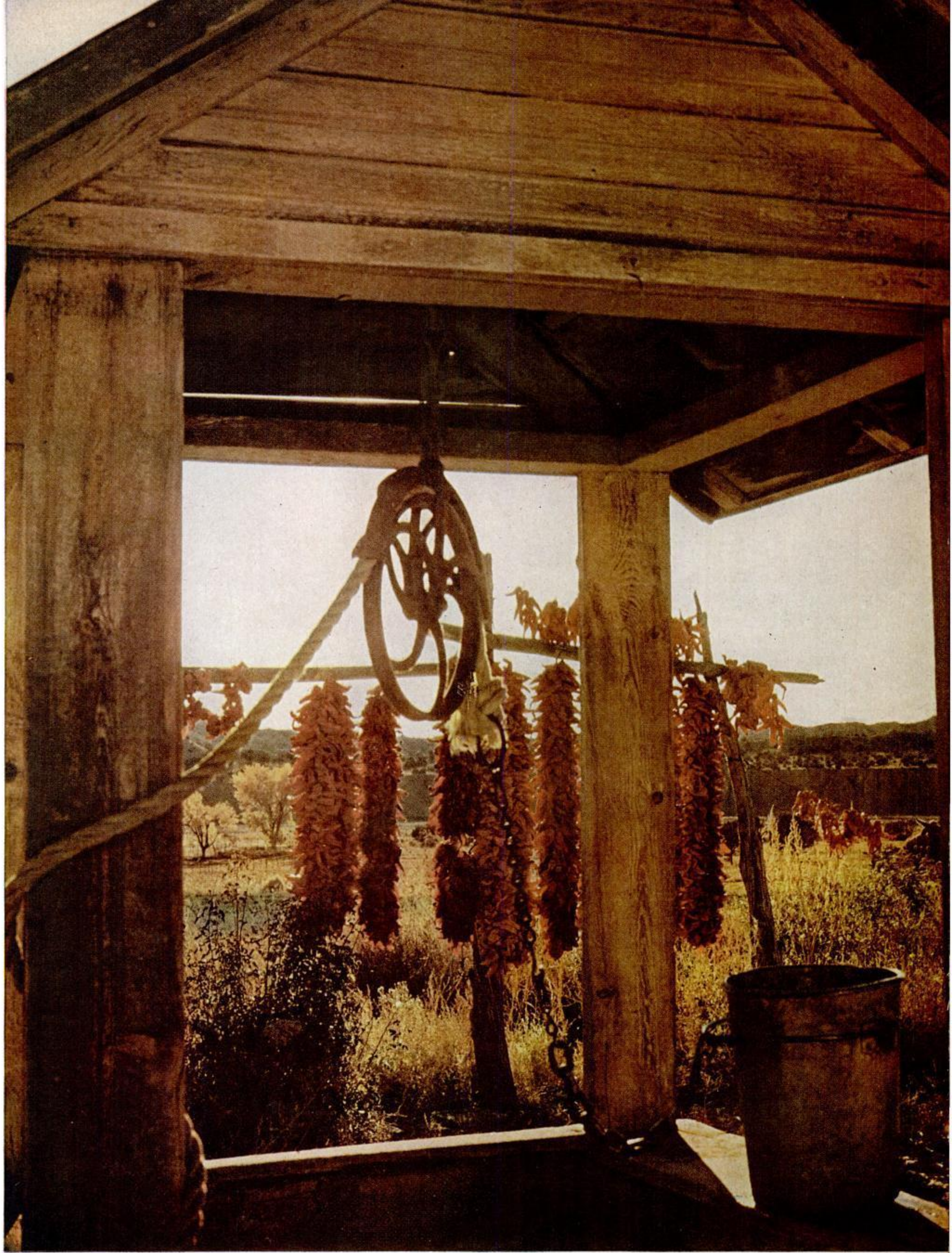


*New! Atomized-lanolin
gets hair fabulously
soft, magically
obedient!*

Far MORE lanolin than
any ordinary shampoo.



CHILI PEPPERS, strung up to dry in the sun, hang in brilliant strands beside a well.



October in the Southwest

THERE IT IS "THE GOLDEN MONTH"

PHOTOGRAPHED FOR LIFE BY GJON MILI

October, whose landscape in a large part of the U.S. is fired by the reds and oranges of oaks and maples, wears a different color in the high tablelands of the Southwest. In New Mexico and Arizona almost everyone gives October a poetic Spanish name—*el mes amarillo*, "the golden month." There, where oaks and maples are seldom seen, the valleys and rivers are lined with spreading cottonwoods and the mountains are decked with aspens. Autumn turns their leaves into shimmering gold—bright yellow in the valleys, richer and deeper on the mountainsides. Along the mountain ranges, which seem clear and close up in the dry autumn air, the glow of the aspens is set off by the varying greens of the pines. The green-and-gold landscape is interrupted by the tangy smoke of piñon wood pouring out from the chimneys of adobe houses and the bright red strings of chili peppers, hung in front of the houses, drying in the October sunlight.

CONTINUED ON NEXT PAGE



ALONG THE RIVER cottonwoods gleam through a cedar fence near the little village of Santa Cruz, N. Mex. These trees grow profusely

wherever there is water and particularly on riverbanks. The fence is adorned with the Southwest's trademark, the dried-out skull of a cow.





IN THE VALLEY scenes change with the weather. These pictures, taken on successive days over the Chama River in New Mexico, show the golden cottonwoods,

bright under a clear sky (*above*), then fading the following day (*below*) under storm clouds. In the distant Jemez Mountains a shaft of sunlight strikes the aspens.





IN THE MOUNTAINS a crumbling pine stands guard over evergreens and aspens. This is the Sangre de Cristo Range in New Mexico. An aspen branch torn off

by the winds rests on the pine. When a hard wind blows, the aspen leaves scatter across the mountainside until the land looks as if it were strewn with gold coins.



BUSY AS A BEE *Boycar!*

BUSIEST THING around nowadays is your old friend, the freight car!

Busy carrying the things that America eats, wears and uses.

Busy carrying the raw materials to make these things.

Busy carrying the machinery, the munitions and the material that go to make our country strong.

Increased military movements — increased defense demands — increased buying — increased production all along the line — all these mean that each week 850,000 freight

cars are loaded and sent on their way. That's enough to make a train stretching all the way from the Atlantic to the Pacific and back again!

The railroads have moved swiftly to meet the increased demand for freight cars. They have stepped up their car repair and rebuilding program. And they have ordered more than 100,000 *new* freight cars for earliest possible delivery.

Shippers are helping greatly by loading and unloading cars promptly and by operating shipping rooms and loading platforms six days a week instead of five — the equivalent of adding thousands of cars to the present supply!

It all adds up to the fact that the railroad freight car fleet is *busy* and *growing*... continuing to carry the overwhelming bulk of the goods for America's civilian economy and her national defense!

ASSOCIATION OF AMERICAN RAILROADS

WASHINGTON 6, D. C.



Listen to THE RAILROAD HOUR every Monday evening on NBC.



Famous historical landmark, The Boston Public Garden is the center of the "hub city's" huge market of more than 2,000,000 people. To almost

3 out of every 4 of these people, LIFE has an influence that is more personal and stimulating than that of any other magazine published.*

What happens when **LIFE** hits Boston?

As a LIFE reader, you may remember seeing recently in these pages a report about an already highly acclaimed research study.

You may recall that this study has determined the vastness of LIFE's audience. It has found that in the course of 13 issues, LIFE reaches all these Americans . . .

- 53% of men, women and children over age 10.
- 57% of young adults (age 20 to 44).
- 62% of the middle and upper economic groups.
- 77% of those who have some college education.

These figures, reflecting LIFE's influence on this entire nation, become even more meaningful when viewed in terms of specific cities. Last week, we

showed you what LIFE meant to the citizens of one American community . . . San Francisco.

Now, on the opposite page are some examples of LIFE's impact on Bostonians. Examples that show how LIFE's penetrating influence affects their careers and businesses . . . their thinking and planning . . . their buying and selling.

As you read these examples, you will see that San Francisco and Boston, though separated by 3280 miles, and different in their geography, their customs, and characteristics of their citizens, are exactly alike in one respect: their interest in and their response to the pages of LIFE.

Indeed LIFE has become a vital part of the com-

merce and culture, the entertainment and enlightenment of the people of America wherever they live . . . in Boston or anywhere in the nation.

* From the new, important *Accumulative Audience Study* by Alfred Politz Research, Inc.

This study measures the number of people who read a single issue of LIFE (23,950,000 Americans), reveals how this audience grows in thirteen issues to a total of 62,600,000 different people, and analyzes the characteristics of that audience.

The figures quoted on these pages refer to the number of people who read one or more out of thirteen issues of LIFE.

People feel the impact . . .



Figure skater Gretchen Merrill, six times U. S. women's champ, says: "Appearing in LIFE brings as much fame, and almost as much fun as winning a national championship." Over 13 million young adults aged 20 to 29 read LIFE.*

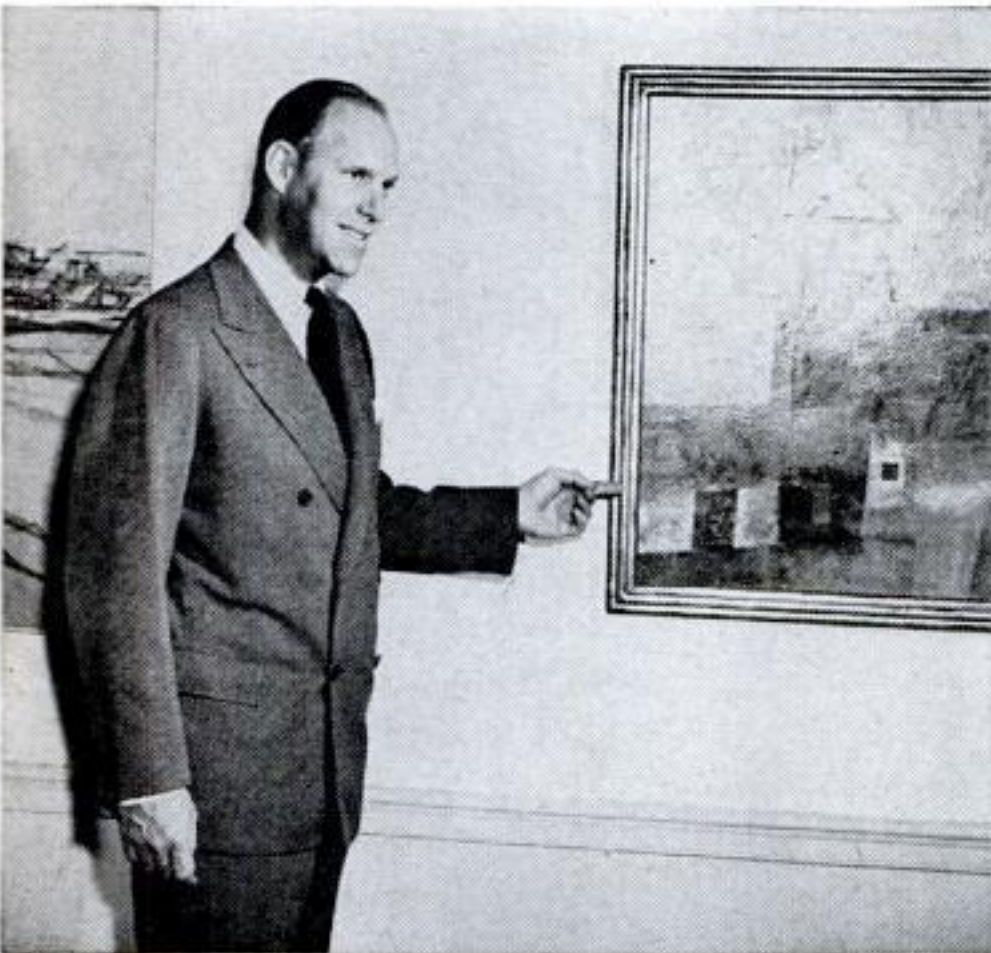


Cartoonist Francis Dahl, whose pen and ink satire ribs Bostonians, knows LIFE's impact. After LIFE story on his recent book, he reports: "It was sold out in two weeks, and we had thousands of orders we couldn't fill."

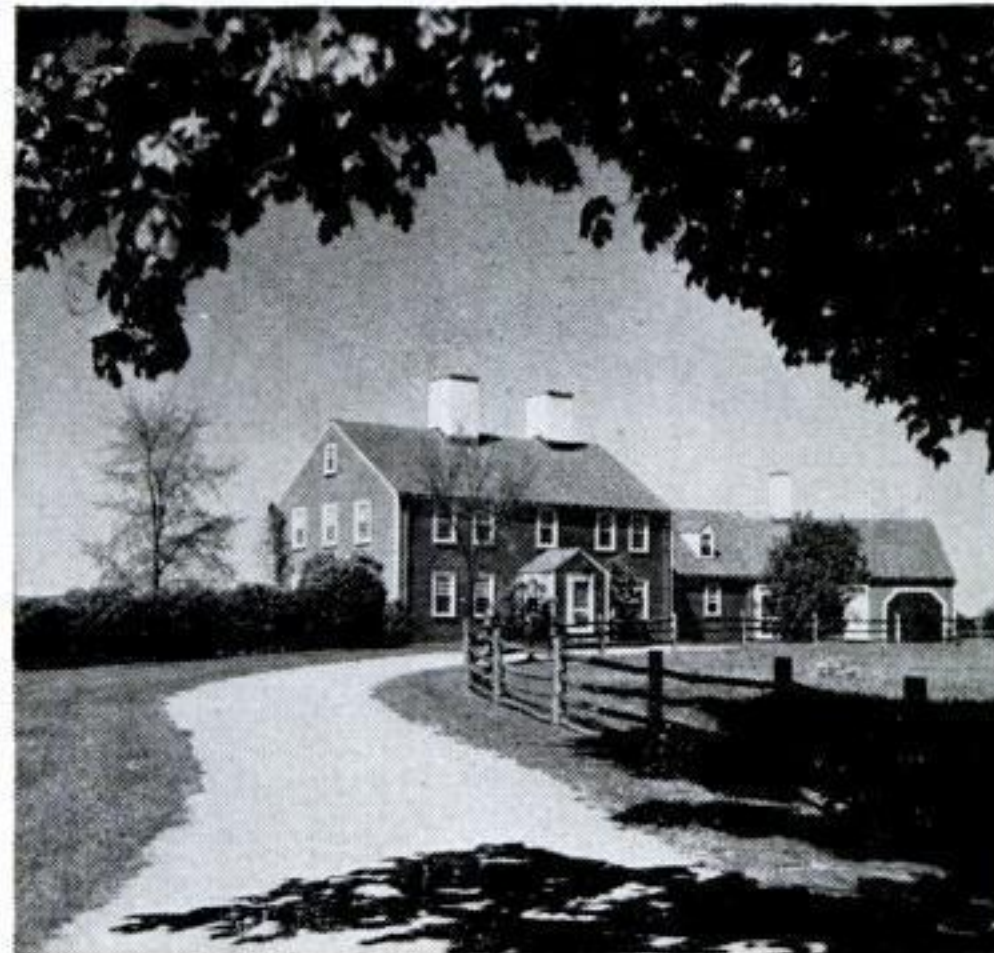


War veteran Harold Russell's courage was reported first in LIFE. Later, he won Oscar for movie role, became the National Commander of Amvets. "It all started in LIFE," says Russell, one of LIFE's 31,550,000 male readers.*

Culture feels the effect . . .



Modern American art in Boston's Institute of Contemporary Art was seen in LIFE. Next week, Institute's attendance jumped 100% according to Director J. S. Plaut. Most regular LIFE readers are better-educated Americans.*



Early American home designer Royal Barry Wills was in LIFE, got thousands of letters, says "LIFE carries the best in the arts and architecture to an enormous public." Over half of the people who read LIFE are home owners.*



Harvard historians Arthur Schlesinger, Sr. and Jr. got response from all classes of people to LIFE articles they wrote. They say: "LIFE's a treasure house for historians." 77% of college-educated people read LIFE.*

Commerce feels the influence . . .



Banker Allan Forbes of the State Street Trust Company: "I am impressed by LIFE's power to present to people an awareness of the many phases of our economy." 70% of business owners and executives in America read LIFE.*



Leading retailers, like Filene's, identify goods as LIFE-advertised. Says store's Display Director Lee Court: "We associate what we are showing with the most exciting magazine—LIFE." 31,550,000 American women read LIFE.*



Manufacturer Joseph Spang, Jr. of Gillette Safety Razor Co.: "We recognize the important service LIFE performs for business interests in this section." About two-thirds of the people in America's Northeast are LIFE readers.*



FAMILY PROCESSION marches off on Sunday to St. Bernadette's Catholic Church in a Denver suburb. Left to right: David, 15; Bill's father, William F.

Walsh; Mrs. Avis Walsh, 38; Irene, 16; Bill Walsh, 39; Gael, 14; Timothy, 10; Michael, 12; Sheila, 4; Joseph, 11; Martin, 5; John, 7; Christopher, 2; Marigene, 9.

Life Visits the Prolific Walshes

DENVER COUPLE HAVE RAISED A DOZEN KIDS ON FAITH AND NO MONEY

When Bill and Avis Walsh were married 20 years ago they made two vows: they would raise a big family and they would live a life of poverty. Both wishes have come true spectacularly. Avis bore 12 children, and Bill, while getting an education at Regis College in Denver and graduate degrees from the University of Denver, kept the family going by teaching school, coaching boxing and wrestling, selling books, ghost-writing speeches, producing variety shows and working at untold odd jobs including theater usher

pigeons and chickens, caddied at a golf course, washed dishes, worked at dog kennels. The oldest son, now 19 and married, lives in San Francisco and already has a child. The Walshes always owed somebody for something; but when they heard of a friend in trouble they usually could scrape up a few dollars to pass along.

of the pigeons were sold or given away. Avis donated her washing machine to a young couple "who needed it badly." Bill gave \$250 to a Denver orphanage. With them on the United Airlines plane to Detroit the 13 Walshes took two dogs and 493 pounds of luggage. Their 20 pigeons and 13 chickens went on another plane. By truck went Bill's library of 6,000 books, a radio, a stuffed eagle belonging to 11-year-old Joey and several bundles of damp washing.

In Detroit the Walshes moved into a com-



KIDS USE STORE PHONE

and gas-station attendant. Evenings he would tutor students in the five-room Walsh house in Lakewood, a Denver, Colo. suburb. There being so little space at home, he did most of his writing and studying in a booth in a downtown grill. As the Walsh children grew up they inherited Bill's zeal for work. Clothed in hand-me-downs, they cut lawns, baby-sat, ran errands, raised and sold



THREE SHARE A BED

Two months ago Bill finally got his Ph.D. from the University of Denver. A few days earlier he had received an offer to become professor of English at Mercy College, a Catholic school in Detroit, Mich., at \$4,400 a year. The Walshes sold their house and most of their furniture for \$6,500. They bought a new suit for Bill—the third he has bought in his life—a new coat for Avis and complete outfits for the children, including 11 pairs of shoes which Avis forbade them to wear until their departure, for fear some would get lost. The frogs, the cat and some



CHRIS, 2, AND THE CAT

fortable, 12-room brick house obtained by the college. For the children Detroit was a strange place, where some of the neighbors complained about the bantam roosters crowing at 6 a.m. But they would take care of that somehow. Bill laughed at the idea of changing his ways. "If we have a dime left at the end of any month," he said good-naturedly, "it will be an accident."



BILL READS TO FAMILY every evening after dinner after they have all said the Rosary together. "Good books make good kids," he says. He usually picks a passage from Shakespeare or Milton. While some of the kids listen intently, Joe

massages his mother's feet and Johnny swings on the doorway. Coal stove (*right*) in Lakewood home heated most of house. Bill is never without a cigaret, his only extravagance. Always using a cigaret holder, he chain-smokes 10 packs a day.



THE WORLD'S MOST EXCITING CAMERA
is this year's most wanted gift

Everybody's talking about the sensational camera that develops and prints its own crisp, clear pictures in 60 seconds — and everybody wants one!

What a thrill this Christmas for the whole family to enjoy those once-in-a-lifetime pictures right on the spot! The tree...the children...the family party! Here's a gift that brings the finest pictures you've ever taken, for all to enjoy while the fun is still going on...to treasure for years to come.

EASY TO LOAD. Film simply drops into place. Eight $3\frac{1}{4} \times 4\frac{1}{4}$ black-and-white prints to a roll. No tanks or liquids. Film and camera do it all.

EASY TO USE. Make one simple setting, focus, aim and snap! 60 seconds later take out the picture.

NO GUESSWORK. No waiting and wondering "how will it come out?" You see your results on the spot, so you can re-shoot if you didn't get exactly the right pose or expression.

ECONOMICAL. You have each picture as you snap it. No hurry to "finish up the roll". Inexpensive copies and negatives available through your camera store.

Send for the fascinating free booklet, "38 WAYS TO MAKE THE MOST OF 60-SECOND PHOTOGRAPHY." Write Polaroid Corporation, Dept. L-40, Cambridge 39, Mass.

Ask for a free demonstration at your camera store today!

POLAROID® Land CAMERA



PACKING BOOKS, the family and two moving men prepare for departure last evening in Lakewood. Father John Doherty, pastor of St. Bernadette's



STOP DRAFTS
under doors with
Nu GARD
automatic door bottom

- Easily installed
- Pays for itself in fuel savings
- Smart silvery-satin finish



UP automatically when door opens. Felt bottom raises to clear rug or floor.



DOWN snugly when door closes. Felt bottom now hugs floor or carpet to seal out drafts, noises, odors.

\$275

Retail Price Approx.

Sold Through Hardware, Lumber, Building Supply Dealers—Dealer Inquiries Invited

MACKLANBURG-DUNCAN CO.
OKLAHOMA CITY 1, OKLA.

FOR BEST RESULTS SHAVE WITH..



No brush
No lather
No rub-in

Cold Sufferers!

DOCTORS REPORT MENTHOL BRINGS RELIEF



Doctors Agree: "Menthol is important in relieving colds." For fast relief, get the cough drop with the most menthol.



ON PLANE Bill cuts cake given by airline, which put extra stewardess on flight to handle kids. Kids were surprised the plane did no barrel rolls or loops.



Church, dropped in to say goodbye. He got roped in to do some of the packing but was so interested in Bill's books that he was always stopping to browse.



IN DETROIT the Walshes are welcomed by Mercy faculty member. Two-year-old Chris (left) was more interested in photographer than in welcome.

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It's HIS Chair...the popular

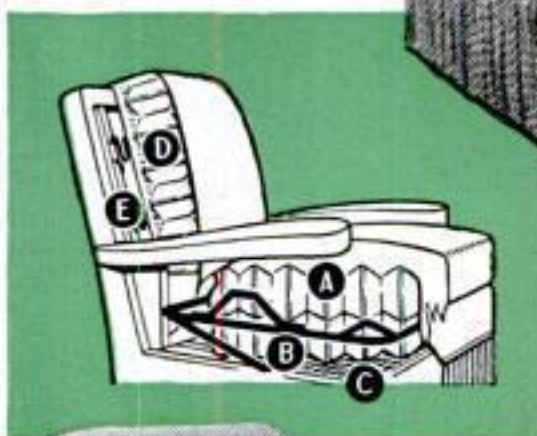
Pullmanaire

With Exclusive
Spring Float
COMFORT
Construction

Spring Float

The Secret of Pullmanaire Comfort

Cutaway view shows (A, B, D) layers of individual, muslin-covered springs; (C) flexible steel suspension; (E) Sinuous-wire-spring back. 195 springs in all.



Today's BIG VALUE

in lounge chairs for men

Pullmanaire popularity is nation-wide—with women as well as men. It's America's biggest value in deep-spring comfort for "the Mister." It's a handsome, *masculine* chair, too—correctly styled, expertly tailored. A chair that the *women* like. Compare the Pullmanaire with any other type of lounge chair. *Seeing and sitting* is believing. Write for name of Pullman dealer nearest you.

For BIG Men, six-footers and over, there is a Super-Size Pullmanaire

The Pullmanaire Chair is available in the stylish models shown, and many others, in the widest range of fine fabrics, patterns and colors offered anywhere.

Some Pullmanaire models have the new Pullman *Turnstyle feature. It turns with you. Optional at extra cost.

*T. M. Reg.

CHOOSE A
* Pullmanaire
It's HIS Chair

Also makers of
PULLMAN LIVING
ROOM FURNITURE
and PULLMAN
SLEEPERS



PULLMAN COUCH COMPANY • CHICAGO • NEW YORK • NEWTON FALLS, OHIO



Sm-o-o-ther teeth



Lo-o-o-nger life



So-o-o kind to scalps



For child, man, wife

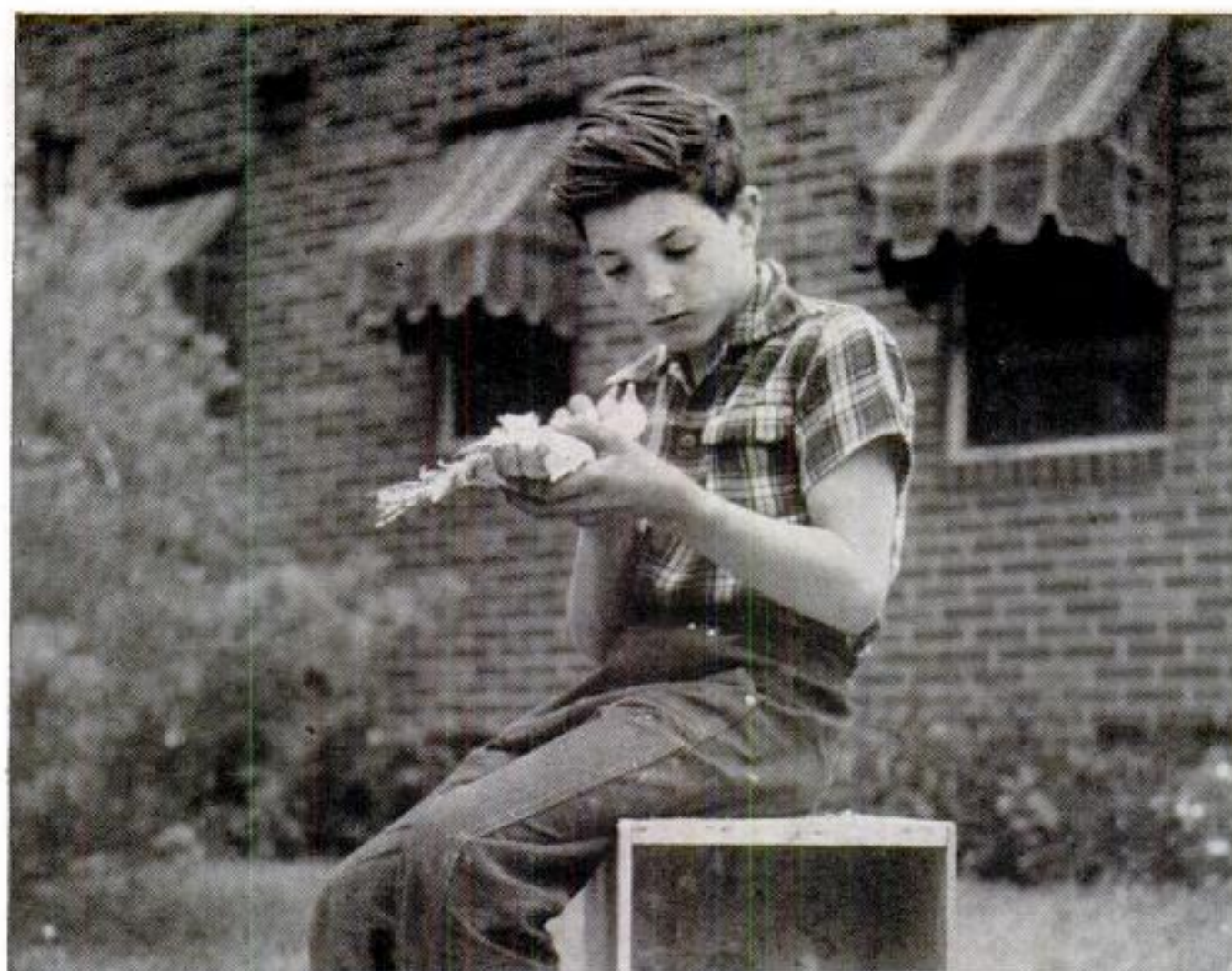
ACE
HARD RUBBER
COMBS



Cost less because they last longer

A type for every purpose
29c and 39c
Sold everywhere

AMERICAN HARD RUBBER COMPANY
NEW YORK 13, NEW YORK



ONLY CASUALTIES of trip were two of the pigeons that died. In Detroit one of them is held here by Michael, who had a hard time fighting back tears.



AT HOME in Detroit Walshes pose with new house, which they bought for \$19,500. Down payment of \$2,000 brought bank balance close to its normal zero.

Now... Western Blue Jeans
for the Creeper Crowd!

SANTONE
Creeper Long



Texas-styled of soft, lightweight Sanforized denim; double-stitched and bar-tacked with authentic orange thread. Gripper fasteners throughout; inserted elastic back; adjustable shoulder straps; on-or-off in a jiffy.

At Your Favorite Store, or Write for Name of Nearest Dealer Who Features Santone Eton and Coat Suits, Shirts, Pants, and Children's Sportswear.

The Juvenile Mfg. Co. Inc.
SAN ANTONIO, TEXAS

Mom! Grandma!
Everyone... Everywhere!

**ALWAYS A BED
FOR BABY...**

when you have a

"Carry-Crib"



Blessed Event! At last a really portable, lightweight crib. Easy to carry — folds flat for closet or car. Plastic sides — long-wearing, non-rust plastic screening for baby's protection. Fully zippered top for easy opening. Firm, comfortable plastic covered mattress is completely waterproof. Sturdy steel frame. Perfect when visiting anywhere. Many folks prefer "Carry-Crib" to a regular crib for all-round use. At your favorite store.

WRITE FOR FREE 20 page baby-care booklet.

Sole Maker: **BUNNY BEAR, INC.**
DEPT. L, EVERETT 49, MASS.



For Men of Distinction... LORD CALVERT

Of all the millions of gallons we distill, only the choicest few are fine enough for Lord Calvert. That's why no other whiskey in all the world possesses the *unique flavor* and *distinctive lightness* of Lord Calvert ...the custom-blended whiskey for men of moderation who appreciate the finest. That's why Lord Calvert will make *your* next drink a *better* drink, and why your guests will compliment your choice.

BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORP., N. Y. C.

MR. ERSKINE CALDWELL, distinguished novelist. Born in Georgia, Erskine Caldwell worked as cotton-picker, mill-hand and newspaper reporter among the "poor whites" of the South, whose lives he was later to chronicle. Because he refused to cater to popular fiction formulas, Mr. Caldwell wrote steadily for five years before anything was accepted for publication. When recognition finally came, it came fast. And within the past years Mr. Caldwell has emerged as perhaps the most influential author of our time.

I lead the crowd in "Rah Rah Rah"
To cheer the team we like;
But when it comes to cigarettes,
I cheer for Lucky Strike!

I really am a Lucky guy,
Just got my Ph.D.,
To prove to you how much I know,
L.S., sir, means F.T.



Be Happy- Go Lucky!

Enjoy your cigarette! Enjoy truly fine tobacco that combines both perfect mildness and rich taste in one great cigarette - Lucky Strike!

Perfect mildness? You bet. Scientific tests, confirmed by three independent consulting laboratories, prove that Lucky Strike is milder than any other principal brand. *Rich taste?* Yes, the full, rich taste of truly fine tobacco.

Only fine tobacco gives you both real mildness and rich taste. And Lucky Strike means fine tobacco. So enjoy the happy blending that combines perfect mildness with a rich, true tobacco taste. Be Happy—Go Lucky!



L.S./M.F.T.-
Lucky Strike
Means Fine Tobacco

COPR., THE AMERICAN TOBACCO COMPANY

Some claim this and some claim that,
But when all's said and done...
For full, rich taste and mildness, too,
Lucky Strike's the one!

